



Attachment B: CPPW Resource Center Guide



Table of Contents

How to Use This Guide.....	1
I. Introduction	1
Overview of TA Provider Organizations.....	1
Major Types of Support.....	1
II. TA Providers by Topic Area	4
Foundational Skills and Practices TA Providers/Organizations.....	4
At-a-Glance: Foundational Skills and Practices	6
Nutrition TA Providers/Organizations	7
At-a-Glance: Nutrition.....	8
Physical Activity/Built Environment TA Providers/Organizations.....	9
At-a-Glance: Physical Activity/Built Environment.....	10
Tobacco TA Providers/Organizations	11
At-a-Glance: Tobacco Use Prevention and Control	12
III. TA Provider Profiles	13
American Academy of Pediatrics	13
American Heart Association.....	16
American Lung Association	23
Americans for Nonsmokers' Rights Foundation	25
Association of American Indian Physicians	28
Berkeley Media Studies Group	30
BlazeSports America.....	32
Campaign for Tobacco-Free Kids	35
Cherokee Nation (Peer Mentoring Community)	38
Community Food Security Coalition.....	41
Community Initiatives	44
The Food Trust	47
Los Angeles County Tobacco Control and Prevention Program (Peer Mentoring Community) ...	50
Mark Fenton	54
Minnesota Department of Health (Peer Mentoring Community).....	57
National Association of Latino Elected and Appointed Officials Educational Fund	59
National Association for Sport and Physical Education.....	61
National Association of State Boards of Education	63
National Complete Streets Coalition	66
National Recreation and Park Association	68
New York City Department of Health and Mental Hygiene (Peer Mentoring Community).....	71
Prevention Institute.....	75
Public Health Law and Policy	84
Safe Routes to School National Partnership.....	93
Sesame Workshop	95
Society for Public Health Education	97
Tobacco Control Legal Consortium	100
Wisconsin Clearinghouse for Prevention Resources (Peer Mentoring Community)	104



How to Use This Guide

Throughout this document, you will see links that are shown in bold, red, and underlined text. You can click these links to proceed to each section or Web site.

I. Introduction

The **Communities Putting Prevention to Work (CPPW) Resource Center** supports CPPW communities in reaching their Community Action Plan objectives by providing technical assistance consultation, training, peer learning opportunities, and online tools and materials. A robust national network of experts has been formed to deliver individualized, need-based support to CPPW communities in preventing chronic disease through policy, systems, and environmental change strategies.

The purpose of this guide is to familiarize CPPW communities with the types of support available from the CPPW Resource Center as well as the organizations that provide support through the Resource Center.

Overview of TA Provider Organizations

The CPPW Resource Center consists of 28 organizations including 10 HHS national organizations, 13 subject matter expert organizations (under subcontract to ICF Macro), and 5 peer mentoring communities. These organizations serve as an extension of the CDC which offers an array of technical resources including expertise in media, communication, health equity, tobacco, nutrition, physical activity, obesity, management of community-based initiatives, and program implementation of policy, systems, and environmental change.

Major Types of Support

The CPPW Resource Center provides four types of support to CPPW communities:

1. [Group training events](#)
2. [Individualized TA/consultation](#)
3. [Peer-learning opportunities](#)
4. [Online resources](#)

Group Training Events	Individualized TA/Consultation	Peer-Learning Opportunities	Online Resources
<ul style="list-style-type: none"> • Action institutes • Annual grantee meetings • Topical workshops • Webinars 	<ul style="list-style-type: none"> • Conference calls and site visits from CDC staff and network TA providers • Ongoing consultation 	<ul style="list-style-type: none"> • Peer teams • Peer topic calls 	<ul style="list-style-type: none"> • Presentations • Links to Web sites • Materials • Tools • Collaborative space

Group Training Events

Group training events support multiple communities that share a common need. Training events may occur in-person or via Webinars. Attendance by all communities are required at some training events, such as the Action Institutes and the annual grantee meetings. Other trainings are designed for a subgroup of communities to address needs that may only be relevant to communities pursuing particular strategies and objectives. New training events will be developed as common needs are identified among communities over the course of the program. Besides in-person meetings, the CPPW Resource Center offers regular Webinars through the CPPW Webinar Series. This series features Webinars focused on the CPPW strategic focus areas that are facilitated by expert organizations and that highlight community experiences.

For more information on group training events and the CPPW Webinar Series, please contact Emily Hite at ehite@cdc.gov.

Individualized TA/Consultation

CPPW communities have unique needs and challenges that cannot be fully addressed by group trainings. Therefore, the CPPW Resource Center also allows communities to access a national network of experts for individualized consultation. The type and intensity of consultation are tailored to the specific needs of each community. Consultations may range from brief email exchanges in response to requests for basic information to site visits or trainings provided by one or more experts, pending availability. To request individualized consultation, please submit a TA request to your Project Officer.

For more information on the CPPW National TA Network, please contact Maya Mohan at mmohan@icfi.com.

Peer Learning Opportunities

Communities that have been working to prevent chronic disease through environmental, systems, and policy change have gained valuable insight and lessons regarding what is required to do this work effectively. They also understand the barriers and challenges that get in the way of progress. To capitalize on expertise that exists within the CPPW communities, the CPPW Resource Center has launched two efforts to facilitate peer exchanges between communities: *Peer Teams* and *Peer Topic Calls*.

Peer Teams are small teams of CPPW program staff, organized by content area and community size (e.g., “Physical Activity/Rural”). These teams meet by phone monthly to build relationships with fellow peers who are engaged in similar work (and face similar challenges), share their experiences and learn from each other. Discussion topics are driven by the members of each Peer Team.

Peer Topic Calls are one-time small group discussions among 10-15 participants about a particular topic that has emerged as a priority need area for multiple sites. Calls are open to all CPPW program staff members (up to 15 participants per call).

For more information on Peer Learning Opportunities (or to join a Peer Team!), please contact Joey Vrazel at jvrazel@icfi.com.

Online Resources

Relevant tools and resources for implementing CPPW activities are currently available at www.cdc.gov/CommunitiesPuttingPreventiontoWork/resources. Efforts are underway to update and expand the online resources which will remain available after CPPW funding has ended. Resources span the entire spectrum of strategic focus areas at various levels. We also plan to gather and add tools and resources developed by grantees as part of the legacy of CPPW.

For more information on the Online Resource Center, please contact Renee Ray at rray@icfi.com.



II. TA Providers by Topic Area

Foundational Skills and Practices TA Providers/Organizations

The following TA provider/organizations provide training and technical assistance related to foundational skills and practices. Click on the TA provider/organization name to view a full organizational profile and/or a Web site address to be directed to the Web site.

TA Provider/Organization Name	Abbreviation	Web Site
<u>American Academy of Pediatrics</u>	AAP	<u>www.aap.org</u>
<u>American Heart Association</u>	AHA	<u>www.heart.org</u>
<u>American Lung Association</u>	ALA	<u>www.lungusa.org</u>
<u>Americans for Nonsmokers' Rights Foundation</u>	ANR	<u>www.no-smoke.org</u>
<u>Association of American Indian Physicians</u>	AAIP	<u>www.aaip.org</u>
<u>Berkeley Media Studies Group</u>	BMSG	<u>www.bmsg.org</u>
<u>BlazeSports</u>	Blaze	<u>www.blazesports.org</u>
<u>Campaign for Tobacco Free Kids</u>	CTFK	<u>www.tobaccofreekids.org</u>
<u>Cherokee Nation</u>	Cherokee	<u>www.cherokee.org</u>
<u>Community Food Security Coalition</u>	CFSC	<u>www.foodsecurity.org</u>
<u>Community Initiatives</u>	CI	<u>www.communityinitiatives.org</u>
<u>The Food Trust</u>	FT	<u>www.thefoodtrust.org</u>
<u>Los Angeles County Tobacco Control and Prevention Program</u>	LA	NA
<u>Mark Fenton</u>	MF	NA
<u>Minnesota Department of Health</u>	Minn	NA
<u>National Association for Sport and Physical Education</u>	NASPE	NA
<u>National Association of Latino Elected Officials</u>	NALEO	<u>www.state.mn.us</u>
<u>National Association of State Boards of Education</u>	NASBE	<u>www.nasbe.org</u>
<u>National Complete Streets Coalition</u>	NCSC	<u>www.completestreets.org</u>
<u>National Recreation and Park Association</u>	NRPA	<u>www.nrpa.org</u>



TA Provider/Organization Name	Abbreviation	Web Site
<u>New York City Department of Health and Mental Hygiene</u>	NYC	<u>www.fphny.org</u>
<u>Prevention Institute</u>	PI	<u>www.preventioninstitute.org</u>
<u>Public Health Law and Policy</u>	PHLP	<u>www.phlpnet.org</u>
<u>Safe Routes to School National Partnership</u>	SR2S	<u>www.saferoutespartnership.org</u>
<u>Society for Public Health Education</u>	SOPHE	<u>www.sophe.org</u>
<u>Tobacco Control Legal Consortium</u>	TCLC	<u>www.wmitchell.edu</u>
<u>Wisconsin Clearinghouse for Prevention Resources</u>	WI	NA

At-a-Glance: Foundational Skills and Practices

The chart below indicates the CPPW Strategic Focus Areas addressed by each TA Provider/Organization within Foundational Skills and Practices. Please refer to the **TA Provider Organizational Profile**, following this chart, for more detailed information on each TA Provider/Organization.

CDC Strategic Focus Areas	AAP	AHA	ALA	AAIP	ANR	BMSG	Blaze	CTFK	Cherokee	CFSC	CI	FT	LA	MF	Minn	NASPE	NALEO	NASBE	NCSC	NRPA	NYC	PI	PHLP	SR2S	SOPHE	TCLC	WI
Coalition Management	X	X	X	X		X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Partnerships, community organizing/outreach	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Leadership for PSE change: strategic communication; multi-sector collaboration*	X	X	X	X	X		X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Tapping into community development funds *		X												X					X				X	X			
Public health law skills and practices*		X			X			X														X	X				
Healthy equity*	X	X		X		X	X			X		X	X				X	X		X		X	X		X		
Sustainability*		X	X								X						X	X				X			X		
Pricing Strategies	X	X							X	X		X											X				
Hard-hitting media messages on policy	X	X				X	X	X					X				X				X	X					
Understanding impacts of Federal legislation in local communities	X	X	X						X	X		X	X										X			X	

* Additional training and TA topics (not a CPPW strategic focus area)



Nutrition TA Providers/Organizations

The following TA provider/organizations provide training and technical assistance related to nutrition. Click on the TA provider/organization name to view a full organizational profile and/or a Web site address to be directed to the Web site.

TA Provider/Organization Name	Abbreviation	Web Site
<u>American Academy of Pediatrics</u>	AAP	<u>www.aap.org</u>
<u>American Heart Association</u>	AHA	<u>www.heart.org</u>
<u>Berkeley Media Studies Group</u>	BMSG	<u>www.bmsg.org</u>
<u>Cherokee Nation</u>	Cherokee	<u>www.cherokee.org</u>
<u>Community Food Security Coalition</u>	CFSC	<u>www.foodsecurity.org</u>
<u>The Food Trust</u>	FT	<u>www.thefoodtrust.org</u>
<u>Minnesota Department of Health</u>	Minn	<u>www.state.mn.us</u>
<u>National Association of State Boards of Education</u>	NASBE	<u>www.nasbe.org</u>
<u>National Recreation and Park Association</u>	NRPA	<u>www.nrpa.org</u>
<u>New York City Department of Health and Mental Hygiene</u>	NYC	<u>www.fphny.org</u>
<u>Prevention Institute</u>	PI	<u>www.preventioninstitute.org</u>
<u>Public Health Law and Policy</u>	PHLP	<u>www.phlpnet.org</u>
<u>Sesame Workshop</u>	Sesame	<u>www.sesameworkshop.org</u>

At-a-Glance: Nutrition

The chart below indicates the CPPW Strategic Focus Areas addressed by each TA Provider/Organization within the area of nutrition. Please refer to the **TA Provider Organizational Profile**, following this chart, for more detailed information on each TA Provider/Organization.

CDC Strategic Focus Areas	AAP	AHA	BMSG	Cherokee	CFSC	FT	Minn	NASBE	NRPA	NYC	PI	PHLP	Sesame
Food procurement (schools, hospitals, municipalities, systems)		X			X	X		X		X	X	X	
Sugar sweetened beverage media		X						X					
Zoning, licensing, and incentives to address food deserts, increase access to healthy food in low-income communities, and ensure focus on health equity (geographic approach)		X			X	X			X		X	X	
Population approaches to increase access to healthy foods in low-income communities (e.g. via food assistance programs)*		X			X	X			X		X	X	X
School food environment (vending, competitive foods, food service)		X		X		X	X	X	X			X	X
Understanding and using wellness policies to achieve school-based objectives*		X		X		X		X				X	
Pricing strategies (strategies to increase/decrease prices of unhealthy/healthy food and beverages, etc.)		X			X	X						X	
Hard-hitting media messages on policy	X	X	X							X	X		
Understanding implications of Federal menu labeling requirements		X										X	
Local impact of Healthy Hunger-Free Kids Act (Child Nutrition Reauthorization)		X			X			X					
Health promoting opportunities in the Food, Conservation, and Energy Act (Farm Bill)		X		X	X								

* Additional training and TA topics (not a strategic focus area)

Physical Activity/Built Environment TA Providers/Organizations

The following TA provider/organizations provide training and technical assistance related to physical activity/built environment. Click on the TA provider/organization name to view a full organizational profile and/or a Web site address to be directed to the Web site.

TA Provider/Organization Name	Abbreviation	Web Site
<u>American Academy of Pediatrics</u>	AAP	<u>www.aap.org</u>
<u>American Heart Association</u>	AHA	<u>www.heart.org</u>
<u>Association of American Indian Physicians</u>	AAIP	<u>www.aaip.org</u>
<u>Berkeley Media Studies Group</u>	BMSG	<u>www.bmsg.org</u>
<u>BlazeSports</u>	Blaze	<u>www.blazesports.org</u>
<u>Cherokee Nation</u>	Cherokee	<u>www.cherokee.org</u>
<u>Los Angeles County Tobacco Control and Prevention Program</u>	LA	NA
<u>Mark Fenton</u>	MF	NA
<u>National Association for Sport and Physical Education</u>	NASPE	NA
<u>National Association of Latino Elected Officials</u>	NALEO	<u>www.naleo.org</u>
<u>National Association of State Boards of Education</u>	NASBE	<u>www.nasbe.org</u>
<u>National Complete Streets Coalition</u>	NCSC	<u>www.completestreets.org</u>
<u>National Recreation and Park Association</u>	NRPA	<u>www.nrpa.org</u>
<u>New York City Department of Health and Mental Hygiene</u>	NYC	<u>www.fphny.org</u>
<u>Prevention Institute</u>	PI	<u>www.preventioninstitute.org</u>
<u>Public Health Law and Policy</u>	PHLP	<u>www.phlpnet.org</u>
<u>Safe Routes to School National Partnership</u>	SR2S	<u>www.saferoutespartnership.org</u>
<u>Sesame Workshop</u>	Sesame	<u>www.sesameworkshop.org</u>

At-a-Glance: Physical Activity/Built Environment

The chart below indicates the CPPW CDC Strategic Focus Areas addressed by each TA Provider/Organization within the area of physical activity/built environment. Please refer to the **TA Provider Organizational Profile**, following this chart, for more detailed information on each TA Provider/Organization.

CDC Strategic Focus Areas	AAP	AHA	AAIP	BMSG	Blaze	Cherokee	LA	MF	NASPE	NALEO	NASBE	NCSC	NRPA	NYC	PI	PHLP	SR2S	Sesame
Built environment		X	X		X		X	X				X	X	X	X	X	X	
Physical education in schools; physical activity in after school and childcare		X			X	X			X		X					X		X
Hard-hitting media messages on policy	X	X		X	X		X			X				X	X			
Zoning and licensing to address physical activity		X			X											X		
Health promoting opportunities in the Safe, Accountable, Flexible, Efficient Transportation Equity Act (Federal transportation bill)		X						X										



Tobacco TA Providers/Organizations

The following TA provider/organizations provide training and technical assistance related to tobacco use prevention and control. Click on the TA provider/organization name to view a full organizational profile and/or a Web site address to be directed to the Web site.

TA Provider/Organization Name	Abbreviation	Web Site
<u>American Academy of Pediatrics</u>	AAP	<u>www.aap.org</u>
<u>American Lung Association</u>	ALA	<u>www.lungusa.org</u>
<u>Americans for Nonsmokers' Rights Foundation</u>	ANR	<u>www.no-smoke.org</u>
<u>Berkeley Media Studies Group</u>	BMSG	<u>www.bmsg.org</u>
<u>Campaign for Tobacco Free Kids</u>	CTFK	<u>www.tobaccofreekids.org</u>
<u>Cherokee Nation</u>	Cherokee	<u>www.cherokee.org</u>
<u>Los Angeles County Tobacco Control and Prevention Program</u>	LA	NA
<u>Minnesota Department of Health</u>	Minn	<u>www.state.mn.us</u>
<u>New York City Department of Health and Mental Hygiene</u>	NYC	<u>www.fphny.org</u>
<u>Public Health Law and Policy</u>	PHLP	<u>www.phlpnet.org</u>
<u>Society for Public Health Education</u>	SOPHE	<u>www.sophe.org</u>
<u>Tobacco Control Legal Consortium</u>	TCLC	<u>www.wmitchell.edu</u>

At-a-Glance: Tobacco Use Prevention and Control

The chart below indicates the CPPW Strategic Focus Areas addressed by each TA Provider/Organization. Please refer to the **TA Provider Organizational Profile**, following this chart, for more detailed information on each TA Provider/Organization.

CDC Strategic Focus Areas	AAP	ALA	ANR	BMSG	CTFK	Cherokee	LA	Minn	NYC	PHLP	SOPHE	TCLC
Comprehensive smoke-free policy (workplaces, bars, restaurants)		X	X		X		X		X	X	X	X
Increase tobacco pricing	X	X	X		X	X	X		X	X		X
Smoke-free multi-unit housing	X	X	X				X	X	X	X		X
Zoning and licensing			X							X		X
Point of purchase requirements			X		X				X	X	X	X
Hard-hitting media messages on policy	X			X	X		X		X		X	X
Zoning and licensing to address tobacco			X							X		X
Understanding Food and Drug Administration regulation of tobacco products	X	X					X			X		X

III. TA Provider Profiles

American Academy of Pediatrics

The [American Academy of Pediatrics](#) is a nonprofit professional membership organization of more than 60,000 pediatricians and child health professionals. The AAP is dedicated to the attainment of optimal physical, mental, and social health for all infants, children, adolescents, and young adults. AAP has chapters in all 50 states, Washington, D.C., and Puerto Rico. AAP members and leaders develop and implement statewide children's health policy and address the needs of children at the national, state and local levels. The [AAP Julius B. Richmond Center of Excellence](#) (AAP RCE) is dedicated to the elimination of children's exposure to tobacco and secondhand smoke.



Since 2006, the AAP RCE has worked to ensure that all clinicians are asking the right questions about tobacco and secondhand smoke, and that all pediatricians have tools to help them address elimination of tobacco from children's lives through the development and dissemination of clinical practice tools, research, and improvement of community health.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Increase tobacco pricing
- Smoke-free multi-unit housing
- Understanding Food and Drug Administration regulation of tobacco products
- Hard-hitting media messages on policy, systems, and environmental change

Nutrition/Built Environment/Physical Activity

- Hard-hitting media messages on policy, systems, and environmental change

Foundational Skills

- Coalition management
- Partnerships
- Community organizing/outreach
- Health equity
- Hard-hitting media messages on policy, systems, and environmental change
- Pricing strategies

Technical Assistance Detail

Tobacco

Lectureship Program for Tobacco Control and Children's Health

AAP RCE offers a two-day customized educational visiting lectureship program focused on tobacco control and children's health. The program further seeks to integrate tobacco control activities in pediatric education in state AAP chapters and in educational institutions in the United States and internationally.

Tobacco Prevention Policy Tool (TPPT)

AAP will develop and offer an interactive web-based tool, the Tobacco Prevention Policy Tool, modeled after the Academy's Prevention of Pediatric Obesity Policy Tool. The TPPT will be cross-walked with clinical and policy framework components and different levels of intervention to create a user-friendly matrix.

Webinar Series for Tobacco Practitioners

AAP RCE offers a **Webinar series** intended for practicing pediatricians, chapters, health departments and community based organizations with topics focusing on advocacy, hot topics in tobacco prevention and control, engaging health care professionals in tobacco control through social media and communicating with patients and families, best practices and point of care issues.

Nutrition/Built Environment/Physical Activity

Let's Move! Initiative

The AAP, a partner in First Lady Michelle Obama's *Let's Move!* initiative, is urging every pediatrician to calculate and plot BMI for every child at every well child visit, as well as to provide all families with prescriptions for healthy, active living. To support members in accomplishing these goals, the AAP offers many practice-friendly obesity resources:

1. **AAP Obesity Policy Opportunities Tool**: This tool is designed to showcase the various policy strategies that support healthy active living for children and families and for healthcare professionals who have experience in advocacy and are interested in focusing their advocacy efforts on obesity prevention.
2. **AAP Obesity Advocacy Glossary**: The AAP Obesity Advocacy Glossary has a list of terms provided as a resource to assist healthcare professionals in their advocacy efforts.

Foundational Skills

Leadership for Policy, Systems and Environmental Change

The AAP assists pediatricians and health care professionals build and enhance skills to make practice, policy, systems, and environmental changes to improve the health of all children. In order to make changes real and sustainable in communities and states much of the technical

assistance provided relates to building a strong foundation for the changes. Technical assistance is provided through various mechanisms including online resources and tools, trainings and conferences, facilitating individual connections through the extensive AAP network of chapters and pediatricians, and funding for local projects and events.

Population-Specific Expertise

- Hispanic/Latino
- Military
- African American
- American Indian
- Lesbian, gay, bisexual, transgender
- Rural; Asian/Pacific Islander
- Low socioeconomic status
- Urban
- General population

Primary Technical Assistance Point of Contact

Regina Shaefer, MPH
Manager, Council on Community Pediatrics
847-434-4787
RShaefer@aap.org

For More Information

www.aap.org/richmondcenter

American Heart Association

The mission of the American Heart Association is to build healthier lives, free of cardiovascular diseases and stroke. The American Heart Association has a broad array of services for improving nutrition and encouraging physical activity among all population groups.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, Built Environment/Physical Activity, or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Food procurement
- Sugar-sweetened beverage media
- Zoning, licensing, and incentives
- Population approaches to increase access to healthy foods
- Understanding implications of federal menu labeling requirements
- Local impact of Healthy Hunger-Free Kids Act
- Hard-hitting media messages
- School food environment
- Health-promoting opportunities
- Pricing strategies
- Understanding and using school wellness policies

Nutrition and Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning and licensing to address physical activity
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements
- Hard-hitting media messages on policy, systems, and environmental change
- Physical education in schools (after school and childcare included)
- Health-promoting opportunities for local communities and states in the Safe, Accountable, Flexible, Efficient Transportation Equity Act

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Tapping into community development and re-development funds and structures and other local supports
- Public health law skills and practices
- Health equity
- Hard-hitting media messages on policy, systems, and environmental change
- Sustainability

Technical Assistance Detail

Tobacco

- Food procurement (schools, hospitals, municipalities, systems)
- Sugar-sweetened beverage media
- Zoning, licensing, and incentives to improve access to healthy food
- Population approaches to increase access to healthy foods in low-income communities
- Understanding implications of federal menu labeling requirements
- Local impact of Healthy Hunger-Free Kids Act (Child Nutrition Re-Authorization)
- Hard-hitting media messages on policy, systems, and environmental change
- School food environment (vending, competitive foods, food service)
- Health-promoting opportunities for local communities and states in the Food, Conservation, and Energy Act
- Pricing strategies (increase/decrease prices of unhealthy/healthy food and beverages)
- Understanding and using school wellness policies to achieve school based objectives

Nutrition

Food Procurement (Schools, Hospitals, Municipalities, Systems)

AHA has developed recommendations for food procurement based on the best science available; the organization can work with grantees on the following:

- Promoting standards developed by the public health community
- Identifying how public health standards compare to other proposals
- Communicating and organizing a community in support of this issue
- Developing supportive factsheets and research

Sugar-Sweetened Beverage Media

AHA has worked on a number of local campaigns regarding sugar-sweetened beverage consumption and has adopted a goal of substantially reducing SSB consumption by 2020. The organization has an expert in nutrition communication and can work with communities to analyze their research results. AHA can work with grantees on the following:

- Analyzing the results of research
- Providing guidance in the development of campaigns
- Communicating and organizing a community in support of this issue
- Developing supportive factsheets and research

Zoning, Licensing, and Incentives to Improve Access to Healthy Food

Ensuring access to healthy food and decreasing access to unhealthy food is a top priority for AHA, and can work with grantees on the following:

- Communicating with zoning and licensing officials about ways to increase access to healthy food in underserved communities



- Messaging in support of increased access to healthy foods
- Understanding what constitutes good policy
- Developing strong plans for community organizing in underserved communities
- Communicating and organizing a community in support of this issue
- Developing supportive factsheets and research

In addition, AHA has partnered with The Food Trust to assist with specific food desert expertise. With a nutrition communication specialist, AHA is working to increase awareness of food choices available and build public support for healthier options.

Population Approaches to Increase Access to Healthy Foods in Low-Income Communities

One of the keys to expanding healthy food access in low-income communities is to ensure that the community takes advantage of the newly accessible food. AHA can help grantees with the following:

- Devising a plan to market and promote ideas to get healthier options into communities.
- Communicating and organizing a community in support of this issue
- Developing supportive factsheets and research

School Food Environment (Vending, Competitive Foods, Food Service)

Improving the school food environment has long been a focus of AHA; the organization can assist grantees with the following:

- Comparing proposals to improve school food to IOM and Alliance for a Healthier Generation Standards
- Offering guidance as to the proposed rules from USDA regarding school food and examining ways schools might implement those standards and improve upon them.
- Farm-to-school proposals efforts
- Access to a nutrition communication specialist to assist with parent communication/organization in support of healthier school food
- Access to materials to assist with improving food in daycare settings
- Communicating and organizing a community in support of this issue
- Developing supportive factsheets and research

Understanding and Using Wellness Policies to Achieve School-Based Objectives

Under the reauthorization of the Childhood Nutrition Act, all school districts in the country will need to review their school wellness policies. AHA can help grantees with the following:

- Developing materials and guidance for schools that not only speaks to what should be in the wellness policies but also looks at how to effectively manage a school wellness committee.
- Communicating and organizing a community in support of this issue
- Developing supportive factsheets and research

Pricing Strategies

AHA has long had a policy of working to decrease the price of healthy food and increase the price of unhealthy food. The organization can help with:

- The science behind pricing strategies
- Positive messaging in support of your efforts and countering the opposition's arguments
- Organizing coalitions and communities in support of CPPW efforts

Hard-Hitting Media Messages on Policy, Systems, and Environmental Change

AHA understands that effective communications campaigns are tailored to speak to specific audiences in a specific time; it has a team of people that work every day on communicating the need for public health policy, systems, and environmental change. AHA can help identify the right targets and the right message for those targets. In a number of cases, template messages already have been developed.

Understanding Implications of Federal Menu Labeling Requirements

Implementation of the federal law and extension of that law to all restaurants is a key priority of the AHA. AHA staff can provide:

- Documents summarizing the legislation
- Updates on the federal regulatory process
- Help craft policies to extend the federal law to local restaurants
- Assistance with communication tools and strategic campaign planning to extend the impact of the labeling law

Impact of Healthy Hunger-Free Kids Act (Child Nutrition Re-Authorization)

AHA staff can provide:

- Documents summarizing the law
- Updates of the federal regulatory process, including how the implementation of this act is impacted by the release of new dietary guidelines for Americans
- Information about steps being taken to ease implementation
- Understanding how local policies may help enhance the impact of the nutrition law
- Communication tools to assist in talking to schools and parents

Health-Promoting Opportunities for Local Communities and States in the Food, Conservation, and Energy Act

AHA will develop position statements and fact sheets related to the farm bill and will be able to provide those as they are developed. Staff can provide updates as to the process and significant milestones as Congress debates the bill.



Built Environment/Physical Activity

Physical Education in Schools; Physical Activity in After School and Childcare

AHA believes that schools should offer mandatory physical education and has worked for years to increase the number of states that mandate quality physical education for children. AHA is co-author, with the National Association for Sport and Physical Education, of the SHAPE of the Nation report which details, on a state-by-state basis, the approach each state takes to physical education. AHA works directly with PE teachers across the country on Hoops for Heart and Jump for Heart and can help:

- Build support for physical education and physical activity in schools and communities
- Communicate and organize a community in support of physical activity
- Provide supportive factsheets and research

Built Environment (Master Planning, Health Impact Assessments – HIA, Complete Streets, Zoning, Multi-Modal Pathway Networks, Transportation Demand Management, Joint-Use Agreements)

AHA has a long history of working on issues related to the built environment and can help with:

- The many government bodies that have input into these issues
- Building an organizing plan and a communications plan to build public support for these policies
- Clarifying joint use laws as they relate to schools that may be confusing
- Strong communication plans for the lag time between policy adoption and implementation
- Communicating and organizing a community in support of this issue
- Supportive factsheets and research

Health-Promoting Opportunities for Local Communities and States in the Safe, Accountable, Flexible, Efficient Transportation Equity Act

AHA staff can provide you with updates as to where the transportation bill is in the process and how changes and modifications may impact local public health work.

Foundational Skills

Licensing to Address Tobacco, Nutrition, and Physical Activity

AHA has a long history of working on issues related to increasing access to facilities that allow for physical activity, increasing access to healthy food and decreasing access to unhealthy food. AHA staff can help grantees work with the many government bodies that have input into these issues and can help build an organizing plan and a communications plan to build public support for these policies. AHA assistance also can help clarify joint law use laws as they apply to schools.

Coalition Management

AHA can provide training in building, maintaining and engaging a coalition. It is important to note that building, maintaining and engaging are three very distinct objectives and each needs significant attention. AHA can also provide technical assistance as needed when coalition issues arise. One of AHA's CPPW staff has experience as the executive director of a state tobacco control coalition.

Partnerships, Community Organizing, Community Outreach

AHA CPPW staff has a long history of working in developing partnerships, community organizing and community outreach, capable of providing trainings on each of these topics and technical assistance as needed. AHA CPPW staff spent more than 20 years doing this work both in the public health community and in other movements. AHA has experience organizing both online and offline and an expertise in the marriage of online and offline worlds.

Leadership for Policy, Systems, and Environmental Change

AHA staff have spent more than 20 years working on policy, systems and environmental change in the roles of legislative staffer, coalition director, lobbyist, journalist, youth engagement director, grassroots organizer, and fundraiser. With training in change management and inertia-busting, AHA staff can help with strategic planning and implementation needs.

Public Health Law Skills and Practices

AHA has long experience of working on legal issues as they relate to public health. Examples include tobacco and our work to expand placement of AEDs. Staff members have experience working with legal counsel and organizations such as the Public Health Law Center and the National Policy and Legal Affairs Network.

Health Equity

AHA has worked with and partnered with communities that are underserved in terms of nutrition and access to physical activity facilities. AHA staff can help make such connections and assist with building a coalition that includes representatives from underserved communities.

Sustainability

Sustainability can take two tracks. One track is fundraising and AHA CPPW staff can help write a fundraising plan that sustains CPPW's work. The second track is coalition development; AHA staff can help build, maintain, and engage an active coalition that carries forward CPPW's efforts after the grant period has ended.

Identifying and Using Scientific Data Wisely

All public health campaigns are based on sound scientific data and other factual information. But that data can sometimes be overwhelming; to be effective, the data must be used in a compelling way. Research shows that how data are used, in some instances, determines whether the data are fully understood. AHA staff will:



- Track new scientific studies and provide information when relevant new studies are published
- Summarize applicable scientific data and produce documents and fact sheets that use plain English in discussing the relationship of science to policy
- Assist with the development of communication materials and their use of science
- When needed, reach out to national experts to help clarify science questions

Message Development and Delivery

Crafting the appropriate messages to persuade targeted audiences and then using all communications channels that are appropriate for the audience, e.g. face-to-face meetings, traditional media, social media, etc. AHA staff will:

- Provide coalitions with template materials when those materials have been developed
- Provide coalitions with access via teleconference to communications experts and our communications staff
- Offer training in the use of social media
- Offer training in the use of traditional media

Telling the Story of Our Campaigns – Both Our Successes and Our Failures

The key to almost every public health campaign is telling the story of why change is needed. And the determining factor as to how change is accepted by the community is always how the story of the change is conveyed to the community. American Heart Association staff have studied storytelling and developed a model for telling successful stories. AHA staff will:

- Assist coalitions with the identification of the best stories to tell
- Offer storytelling training if needed
- Tell the story of the work CPPW communities are doing

Population-Specific Expertise

- American Indian
- General population

Primary Technical Assistance Point of Contact

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For More Information

www.heart.org

American Lung Association

Now in its second century, the American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease. With your generous support, the American Lung Association is “Fighting for Air” through research, education and advocacy.



The American Lung Association maintains a [dynamic map](#) of the development of smoke-free legislation.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policy (workplaces, bars, restaurants)
- Increase tobacco pricing
- Smoke-free multi-unit housing
- Understanding FDA regulation of tobacco products

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, environmental change
- Sustainability

Technical Assistance Detail

Tobacco

Comprehensive Smoke-Free Policy (Workplaces, Bars, Restaurants)

The ALA helps provide and review model ordinances regarding smoke-free policies. A Webinar on smoke-free and tobacco-free policies is planned for the future. ALA will produce a policy brief on tobacco-free campuses to be disseminated in August 2011.

Increase Tobacco Pricing

An ALA policy brief and factsheet are available on increasing cigarette taxes.

Smoke-Free Multi-Unit Housing

The ALA is developing an online curriculum and policy brief that will help CPPW communities to work on smoke-free multi-unit housing policies.



Understanding FDA Regulation of Tobacco Products

The ALA conducted a [Webinar](#) to address questions regarding the FDA Tobacco Control Act.

The Family Smoking Prevention and Tobacco Control Act grants the FDA authority to regulate the manufacturing, marketing and sale of tobacco products. The ALA is tracking the implementation of this far-reaching legislation on their [Web site](#).

Policy Brief for Tobacco Use

The smoking rate within the LGBT community is roughly double that of the general population. A new [ALA report](#) describes the problem and how to address it.

Foundational Skills

ALA has a series of webinars on their website focused on coalition building, documentation and sustainability.

Population-Specific Expertise

- LGBT population
- General population

Primary Technical Assistance Point of Contact

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For More Information

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www.LungUSA.org

Americans for Nonsmokers' Rights Foundation

Americans for Nonsmokers' Rights Foundation is a 501(c)(3), educational nonprofit organization, which creates comprehensive programs to prevent the harmful effects of secondhand smoke and smoking among youth and adults. Our goals include educating the public about the health effects of secondhand smoke and the benefits of smoke-free environments. Ultimately, the ANR Foundation's efforts are intended to create a smoke-free generation of Americans that rejects tobacco use and is savvy to tobacco industry tactics.



Americans for Nonsmokers' Rights Foundation has more than 20 years' experience promoting prevention and education about smoking and secondhand smoke, and exposing tobacco industry interference with public health policies.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policies
- Increase tobacco pricing
- Smoke-free multi-unit housing
- Zoning and licensing
- Point-of-purchase requirements

Foundational Skills

- Partnerships, community organizing/outreach
- Leadership for policy, systems, environmental change
- Public health law skills and practices

Technical Assistance Detail

Tobacco

Smoke-free Workplace/Public Place Efforts

ANR Foundation provides technical assistance on a broad range of issues related to comprehensive smoke-free policy efforts at both the community and statewide levels. Topics include:

- Coalition development
- Campaign planning
- Using the science

- Hospitality industry worker outreach
- Community engagement
- Policy development
- Communications
- Implementation planning
- What to expect from the opposition

Best Practices and Lessons Learned

Dedicated staff can also provide technical assistance related to best practices and lessons learned in the following areas:

- Smoke-free parks
- Multi-unit housing
- Emerging tobacco issues

Foundational Skills

Coalition Building

Having a good process and group structure is vital to effective health policy campaign. ANR Foundation can help with hands-on training and technical assistance every step of the way for developing effective, engaged community partnerships and overcoming the challenges of creating coalition structures and systems. Especially for coalition leaders seeking to create change in multiple health policy arenas with which they are not familiar, ANR Foundation help coalition and project leadership identify training needs and gaps. In addition, the foundation can help groups with the policy planning and policy implementation process.

Community Organizing/Partnerships

As more coalitions are seeking multi-issue community organizing campaigns for tobacco, physical activity/built environment, and nutrition, it is clear that it is a challenge to find the synergy between issues rather than “silo” campaigns. ANR Foundation can help share the emerging lessons learned and strategies relating to multi-issue “healthy community” campaigns. Topics include:

- Creating a cross-issue message inventory
- Community assessment and engagement
- Coalition development
- Pitfalls to avoid

Population-Specific Expertise

- African American
- LGBT population
- General population
- Rural



- Urban
- Other: experience collaborating and working with a variety of communities from rural to urban, and many of the groups noted above, including low socioeconomic status; lesbian, gay, bisexual, and transgender; and African American in particular.

Primary Technical Assistance Point of Contact

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For more information

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Association of American Indian Physicians

Association of American Indian Physicians

The Association of American Indian Physicians was founded in 1971 as an educational, scientific, and charitable non-profit corporation. A group of 14 American Indian and Alaska Native physicians sought to establish an organization that would provide both support and services to the American Indian and Alaska Native communities. At the time of its founding, AAIP's primary goal was, and remains to improve the health of American Indian and Alaska Natives. Its mission today is "to pursue excellence in Native American health care by promoting education in the medical disciplines, honoring traditional healing principles and restoring the balance of mind, body, and spirit."

Building on existing initiatives, AAIP is working with Native American CPPW programs to encourage physical activity and enhance access to healthy foods (www.aaip.org/).

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity

Technical Assistance Detail

Foundational Skills

Assessment and Evaluation

AAIP is staffed to train American Indian/Alaskan Native communities in program assessment and evaluation. AAIP can:

- Provide ongoing assistance to communities in the use of evaluation results to ensure program objectives are accomplished
- Assist CPPW partners in developing action plans for building organizational capacity necessary to accomplish program objectives through guidance on strategic planning and documentation of the process of finding solutions to programmatic barriers
- Prepare a model for implementation of policy, systems, and environmental change through documentation of processes, lessons learned, and successes of these efforts in AI/AN communities



Community Outreach and Coalition Development

AAIP's specific expertise is community outreach and coalition development targeted to AI/AN-specific programs and offers training and technical assistance (i.e. community outreach, media development, strategic planning) to all organizations and programs seeking to promote increased physical activity and improved nutrition in communities with significant Native American populations. AAIP offers culturally specific team-building and coalition development assistance to organizations focused on reaching AI/AN populations.

Policy Development

AAIP offers analysis of Native American communities including a determination of the most appropriate method for working with local decision makers and tribal officials. Also, AAIP provides assistance to national partners and CPPW communities in determining the most appropriate policy solutions for a specific community regarding physical activity and nutrition. This is accomplished through analysis by AAIP along with outreach and communication with a large network of Native American leaders and organizations.

Population-Specific Expertise

American Indian

Primary Technical Assistance Point of Contact

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For More Information

www.aaip.org

Berkeley Media Studies Group

Berkeley Media Studies Group works with public health advocates to help them become stronger voices in policy debate. Staff members are experts in media advocacy and the strategic use of mass media to support community organizing and advance healthy public policy. Since 1993, BMSG has trained thousands of advocates working on tobacco, food and activity, alcohol, and violence prevention, among other issues. BMSG's interactive media advocacy training creates safe spaces where participants gain the confidence to speak the courage of their convictions and the skills to make the case for policy change. Participants learn to convey the importance of environments in shaping health outcomes in the context of the specific solution they are seeking. BMSG's media advocacy trainings are based on its extensive knowledge of how public health issues are framed and its studies of news content.



BMSG's recent studies have examined food marketing in depth, including [digital marketing](#).

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

[Tobacco, Nutrition, Built Environment/Physical Activity](#)

- **Hard-hitting media messages on policy, systems, and environmental change**

Technical Assistance Detail

Tobacco, Nutrition, Built Environment/Physical Activity

Media Training and Advocacy

BMSG works with public health advocates to help them become stronger voices in policy debates on issues such as tobacco, food and activity, alcohol, and violence prevention. The staff are experts in the following areas:

- Media advocacy
- Strategic use of mass media to support community organizing
- Advance healthy public policy

Through interactive trainings and tailored coaching, advocates gain the skills to make the case for policy change. They learn to convey the importance of environments in shaping health outcomes in the context of the specific policy solution they're seeking. BMSG's strategic advice is based on extensive knowledge of how public health issues are framed and its studies of news content, including recent analysis of [digital marketing](#) and [debates over selling soda in](#)

schools. In addition to building skills, BMSG can help advocates develop media advocacy strategies and materials, such as press releases, talking points, and op-eds.

Population-Specific Expertise

- 18-29 year olds
- Hispanic/Latino
- Labor
- Military
- Mental health
- African American
- American Indian
- LGBT population
- Rural
- Asian/Pacific Islander
- Seniors
- General population
- Urban
- Low socioeconomic status

Primary Technical Assistance Point of Contact

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For More Information

www.bmsg.org
www.jointuse.org
digitalads.org/updates.php

BlazeSports America

The mission of BlazeSports is to advance the lives of children and adults with physical disability through sport, physical activity, healthy lifestyles, and the prevention of chronic health conditions. BlazeSports created an innovative community-based program model that incorporates sport, physical activity, and healthy lifestyles into the daily life of youth with physical disabilities and visual impairment as well as providing opportunities for sport competition from recreational to high-performance events. The model is now a permanent fixture in more than 60 communities nationwide. BlazeSports builds the capacity of local service providers through real-time technical assistance, Active for Life toolkits, Webinars, workshops and conferences, BlazeSports **educational web-based “TV”**, national certification courses, national and local camps, and the BlazeSports Institute for Applied Science.



BlazeSports America, a 501(c)(3) national nonprofit organization, is the direct legacy of the 1996 Summer Paralympic Games in Atlanta, Ga. Today, it actively works with athletes who have sustained injuries during military service.

Technical Assistance Summary

Click on each heading name (i.e., Built Environment/Physical Activity or Foundational Skills) to skip to the technical assistance detail for each item.

Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements
- Hard-hitting messages on policy, systems, and environmental change
- PE in schools, afterschool/childcare

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity
- Hard-hitting media messages on policy, systems, and environmental change

Technical Assistance Detail

Built Environment/Physical Activity

BlazeSports Annual Conference (Fall of 2011)

BlazeSports will present its Disability Sport Certification courses as part of the BlazeSports Annual Conference during the fall of 2011. This training – along with that provided through the BlazeSports Webinars and videos available on their [Web site](#) will inform CPPW communities and partners about how to improve the built environment to improve access and use by individuals with disabilities.

BlazeSports 2011 Webinars

BlazeSports 2011 Webinars address:

- Creating accessible environments
- Risk management
- How to use the BlazeSports toolkit
- Fitness center access and equipment

BlazeSport 2011 Video Series

BlazeSports is developing videos on:

- Promoting the benefits of physical activity for persons with disabilities
- Scholastic and intramural track and field inclusion resource
- Dispelling myths and eliminating fears about including individuals with disabilities in physical activity, mobility training tips, and pool safety and accessibility

BlazeSports Web Site Resources

BlazeSports Web site resources including technical assistance (community program resource) and policy toolkits will also provide guidance to communities on topics such as model policies and accessibility guides on:

- Daily physical activity
- School wellness
- Facilities and open space recommendations and adaptations (e.g., walking trails)
- Transportation issues

Hard-Hitting Media Messages on Policy, Systems, and Environmental Change

BlazeSports is supporting campaigns to include individuals with disabilities in physical education and physical activity programs. BlazeSports has developed policy materials to support a campaign for daily physical education that includes hard-hitting resources such as a resolution, justification, and supporting scientific data. These pieces may be implemented as part of a targeted campaign to secure a daily PE requirement. BlazeSports has likewise developed materials on trails and accessibility. Materials on both of these topics – and others as they are identified by communities – are available on the [BlazeSports Web site](#).



Program and Facility Access for Physical Activity

BlazeSports has extensive expertise in navigating the regulations related to ensuring accessibility to programs and facilities for individuals with disabilities interested in sport and physical activity. [BlazeSports Web site](#) is a resource for organizations and communities interested in better understanding and evaluating the accessibility of their physical plant and programs.

Community-Based Recreational and Competitive Sport Program Development

BlazeSports provides the full complement of resources and professional development opportunities on community based recreational and competitive sports for individuals with disabilities. BlazeSports' multi-disciplinary staff has expertise in adapting sport rules, training, and equipment for persons with disabilities and is ready to provide communities with the tools they need to develop a recreational and competitive sport program.

Foundational Skills

Partnership Development

BlazeSports national network of local sports clubs are a valuable resource for local communities interested in including students and adults with disabilities in their programs. BlazeSports staff is available to make introductions to local partners and facilitate the partnership of the local club with community initiatives.

Campaign Management

BlazeSports staff is experienced in crafting communications and building campaigns that appropriately speak to the issues important to individuals with disabilities. BlazeSports is available to advise organizations and local communities on adjusting or refining their messages to ensure it is inclusive of individuals with disabilities.

Population-Specific Expertise

- 18-29-year-olds
- American Indian
- Low socioeconomic status
- Urban

Primary Technical Assistance Point of Contact

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For More Information

www.blazesports.org

Campaign for Tobacco-Free Kids

The Campaign for Tobacco-Free Kids is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world. The effort combines research, communications, and advocacy to focus the nation's attention on the toll of tobacco use and the proven solutions to reduce it, as well as on the egregious acts of the tobacco companies. The campaign works with partners to advance policy change at the federal, state, and local levels in the United States as well as internationally. Research, communications, and advocacy staff are experienced advocates who have been involved in achieving broad tobacco policy change both domestically and internationally.

The campaign advocates for public policies proven to prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke, including tobacco taxes, smoke-free laws, funding for tobacco prevention and cessation, and FDA regulation of tobacco products.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policy
- Increase tobacco pricing
- Point-of-purchase requirements
- Hard-hitting media messages on policy, systems, and environmental change

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Public health law skills and practices
- Hard-hitting media messages on policy

Technical Assistance Detail

Tobacco

General

The campaign can assist in:

- Research, including development of fact sheets
- Communications, specifically message research, messaging, materials development, earned and paid media ideas and execution, and media relations
- Advocacy strategy to support comprehensive smoke-free laws
- Messaging, strategic planning, grassroots organizing, event ideas, etc.

Comprehensive Smoke-free Air Policy

The can provide technical assistance on:

- Countering opposition claims, air quality monitoring, public opinion polling, and using research for media and policy advocacy.
- Execution and integration of advocacy campaigns on smoke-free policy, using existing materials on the smoke-free issue which can be used by advocates.

Point-of-Purchase Requirements

The campaign can provide technical assistance on:

- Exposing tobacco industry tactics at point of sale, advice on how state and local actions are impacted by FDA authority, and using research for media and policy advocacy
- Execution and integration of advocacy campaigns and working to pass FDA legislation, which places limits on tobacco company marketing.

Increasing Tobacco Pricing

The campaign can provide technical assistance on:

- Countering opposition claims, air quality monitoring, public opinion polling, and using research for media and policy advocacy.

Research, Media, and Policy Advocacy

Aside from tobacco-specific experience and expertise, campaign staff members have general expertise in research and media and policy advocacy and have conducted trainings on media and policy advocacy on other public health issues.

Foundational Skills

The campaign provides a wide range of resources to assist communities in raising public awareness of the cost of tobacco, implementing smoke-free policies and legislation, and sustaining such changes over time. Details can be found on the [campaign's Web site](#).

Population-Specific Expertise

General population

Primary Technical Assistance Point of Contact

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For More Information

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Cherokee Nation (Peer Mentoring Community)



Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, Built Environment/Physical Activity, or Foundational Skills) to skip to the technical assistance detail for each item.

<u>Tobacco</u>
<ul style="list-style-type: none">• Increase tobacco pricing
<u>Nutrition</u>
<ul style="list-style-type: none">• Understanding and using wellness policies to achieve school-based objectives• School food environment (e.g., vending, competitive foods, food service)• Health-promoting opportunities for local communities and states in the Food, Conservation, and Energy Act
<u>Built Environment/Physical Activity</u>
<ul style="list-style-type: none">• Physical education in schools; physical activity in afterschool and childcare
<u>Foundation Skills</u>
<ul style="list-style-type: none">• Partnerships, community organizing/outreach• Leadership for policy, systems, and environmental change• Public health law skills and practices

Technical Assistance Detail

Tobacco

7th Generation Action Institute

The 7th Generation Action Institute provides in-depth training on development of partnerships and collaboration between tribes and state departments of health in commercial tobacco control and prevention that are both effective and respectful of tribal sovereignty. Workshops and training will include:

- Effective commercial tobacco tax compacts to ensure evidence-based pricing strategies
- Use of GIS mapping
- School Health Index, School Wellness inventory to identify burden data in schools within tribal jurisdictions and/or with high numbers of AI/AN students
- How to work with schools to organize SWAT teams to effect 24/7 commercial tobacco-free policies on school campuses and events

SWAT Advocacy Training

The SWAT youth organization is a training to mobilize, educate and equip Cherokee Nation youth to unite against Big Tobacco. The advocacy training is working to empower youth to work towards a tobacco free future and committed to developing leadership skills in youth through training in tobacco issues, media literacy, policy development, presentation skills. In providing leadership opportunities at the state and local levels, SWAT is building the capacity of its advocates to enable environmental and policy change.

Policy, Systems, and Environment National Action Institute

The Action Institute will have two tracks (1) Commercial Tobacco Policy, Systems and Environmental Change Track and (2) Nutrition, and Physical Activity Policy, Systems and Environmental Track. The tobacco track will provide participants with monitoring and surveillance data linking the use of commercial tobacco to disproportionate adverse health effects among AI/AN populations. The Commercial Tobacco PSE Change Track will provide evidence-based workshops, training, TA, and resources in the areas of evidence-based practices leading to decreased tobacco use in adults and youth and decreased youth initiation. Action Institute will target AI/AN tribal leaders (e.g., tribal chairmen; tribal attorneys general; tribal health administrators; tribal schools superintendents, tribal directors of revenue; tribal gaming leaders

Nutrition, Built Environment/Physical Activity

Policy, Systems, and Environment National Action Institute

Nutrition, and Physical Activity Policy, Systems and Environmental Change is one of two tracks at the National Action Institute. Details are [in the previous paragraph](#).

Healthy Schools Action Institute

Tools for Schools Action Institute is a training held for schools, primarily focused at Wellness and Fit and Healthy School Committees. Workshops include nutrition content and how to teach nutrition concepts in the classroom, P.E., after-school programs, etc. Workshops focus on how to promote and include more minutes of physical activity throughout the day, how to supply students with more access to fresh fruits and veggies and much more. All workshops are related to improving the health of our children and giving the teachers/staff the tools and innovative ideas on how to teach these concepts throughout the school day and create an environment conducive to healthy choices. Workshops also focus on policy, system and environmental change strategies to achieve a healthier lifestyle for students and community

Foundational Skills

Healthy Communities Action Institute

The Cherokee Nation Strategic Alliance for Health Program provides a Healthy Communities Annual Action Institute for community and school partners to receive ongoing support and technical assistance to implement at the local level policy, system and environmental change strategies that impact chronic disease. Participants are provided resources and tools that address: examples of strategy implementation, evaluation indicators, and awareness of local, state and national resources available and face-to-face interaction with local communities with similar issues that can share challenges, barriers and steps to successful strategy implementation

Population-Specific Expertise

- American Indian
- General population

Primary Technical Assistance Point of Contact

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For More Information

www.cherokee.org

Community Food Security Coalition

COMMUNITY FOOD SECURITY COALITION



Community Food Security Coalition is a national alliance of 450 member organizations working to strengthen the national movement and to build community-based food systems through policy advocacy, training and technical assistance.

CFSC is a co-convenor of the Healthy Corner Stores Network, a partnership led by CFSC, The Food Trust, Public Health Law & Policy, and Urban Development.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Foundational Skills) to skip to the technical assistance detail for each item.

Nutrition

- Food procurement (schools, hospitals, municipalities, systems)
- Zoning, licensing, and incentives to improve access to healthy food
- Population approaches to increase access to healthy foods in low-income communities
- Local impact of Healthy Hunger-Free Kids Act
- Health-promoting opportunities for local communities and states in the Food, Conservation, and Energy Act
- Food pricing strategies

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity

Technical Assistance Detail

Nutrition

Food Procurement

The Farm to School program organizes workshops and presentations to inform communities about farm to school projects and brings together farmers, school food service directors, parents and community organizers to address challenges and opportunities involved in creating a Farm to School project. Assistance is provided on:

- How to identify farmers
- Working with school food service directors
- Creating town hall meetings

Zoning, Licensing, and Incentives to Improve Access to Healthy Food

CFSC is a co-convenor of the Healthy Corner Store Network. The Network supports efforts to increase the availability and sales of healthy, affordable food through small-scale stores in underserved communities. The Network brings together community members, local government, nonprofits, funders and others across the country to share best practices and lessons learned and develop effective approaches to challenges. Technical assistance includes monthly Webinars, in-person meetings at national conferences, the Healthy Corner Store Network Web site and a listserv.

Food Pricing Strategies

Technical assistance for storeowners, farmers' market vendors, and others actively involved in sale and purchase of healthy foods is available via conference call, onsite visits, and a variety of publications and other resources including toolkits and promotional materials.

Understanding Impacts of Federal Legislation in Local Communities and Local Opportunities/Local impact of Healthy Hunger-Free Kids Act

CFSC policy staff supported the passage of the Healthy Hunger-Free Kids Act (S.3307) and will continue to advocate for its implementation and effectiveness as well as undertake analysis and tracking to determine its impact.

Understanding Impacts of Federal Legislation in Local Communities and Local Opportunities/Health-promoting opportunities for local communities and states in the Food, Conservation and Energy Act (Farm Bill):

CFSC policy staff members are conducting outreach, including regional listening sessions and phone calls, interviews, and surveys to help form a comprehensive platform for the farm bill described above. The policy team also is developing tools and informational resources on a range of federal legislative and administrative policies related to community food security.

Foundational Skills

Coalition Management

The Community Food Security Coalition has a diverse membership of organizations from social and economic justice, anti-hunger, environmental, community development, sustainable agriculture, community gardening, and other fields. CFSC provides expertise in training, networking and advocacy to further the efforts of grassroots groups to create effective solutions from the ground up.

Leadership for Policy, Systems and Environmental Change

Technical assistance includes workshops, publications and other resources to build capacity of community food security advocates and to support the development of effective CFS initiatives. CFSC directs a committee focused on policy planning, implementation and advocacy comprised of diverse membership. In addition, CFSC also supports the development and operation of

current and emerging Food Policy Councils. CFSC provides information about food policy councils in the United States via its Web site and in response to specific inquiries, as well as provides tailored assistance to councils to help them strategize, problem-solve and plan. Regional networking meetings are held to bring together food policy council leadership to network and share information.

Community Organizing/Outreach

Examples of technical assistance around community outreach, organizing and network include hosting CFSC's annual conference and an inaugural national conference on local and state food policy May 2011.

Population-Specific Expertise

- Hispanic/Latino
- 18-29-year-olds
- Rural
- African American
- Seniors
- General population
- Urban
- Low socioeconomic status

Primary Technical Assistance Point of Contact

Sara Padilla

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Other Organization Experts

Marion Kalb

Director, National Farm to School Network

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For More Information

www.foodsecurity.org

Community Initiatives

Community Initiatives (CI) is a network of professionals and partner organizations dedicated to building healthy and whole communities. The CI team's combined experience includes working with leaders from over 300 communities to improve the health of their social, economic, and physical environments. Serving as coaches, consultants, and facilitators, CI helps a wide range of organizations, multisector partnerships, and national initiatives to shape collaborative approaches focused on measurable change.

Team members bring expertise in the areas of strategic planning, coalition development, governance, and community and organizational development.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Foundational Skills) to skip to the technical assistance detail for each item.

Foundational Skills

- **Coalition management**
- **Partnerships, community organizing/outreach**
- **Sustainability**

Technical Assistance Detail

Foundational Skills

Coalition Management

Effective coalition development and management are central to the immediate and long-term success of CPPW efforts. The CI team, having worked with hundreds of community coalitions using a policy, systems and environmental change approach, offers local leaders a unique mix of result -focused services, including:

- Methods and tools for assessing the coalition's strengths and vulnerabilities
- Consulting and coaching services to enhance a coalition's leadership, structures and practices
- Skills training for effective decision making, action taking, stakeholder engagement and sustainability planning
- CI delivers custom workshops on this topic area, as well as tailored consulting engagements with local coalition leaders and staff.

Partnerships, Community Organizing, Community Outreach

Efforts to establish healthier communities through policies, systems and environmental (PSE) changes will invariably require unique sets of partnership strategies and skills. For the last 15

years the CI team has provided consulting, training and coaching services for building and enhancing partnerships, including:

- Strategies and skills for engaging the broader public around place-based changes
- Skill development and strategies for building strategic partnerships across different community sectors
- Growing partnership among multiple collaborative efforts focused on similar objectives
- Effectively engaging both grassroots leaders and policy makers

CI delivers custom workshops on this topic area, as well as tailored consulting engagements with local coalition leaders and staff.

Sustainability

CI brings experience, tools and examples from its consulting work to help coalition leaders in figuring out the right formula for “sustaining” their efforts and results. Sustainability, a crucial and timely topic, can be viewed from multiple angles:

- How do we maintain and/or grow the resources?
- How do we organize, develop lasting structures/partnerships that can continually adapt and deliver change and ongoing results?
- How do we establish a community culture that supports better health for everyone in our community?

These are some of the fundamental questions that leaders of local change efforts are asking. The CI team brings demonstrated skills and expertise to help leaders discover their optimal answers to these crux sustainability questions.

Peer-to-Peer Learning

CI team members have deep expertise in helping groups and networks to develop and use effective peer learning strategies. These techniques are particularly useful to community leaders, such as those who are guiding CPPW communities, who are pioneering new approaches. Peer learning or coaching is based on Action Learning—essentially *doing* and *learning* at the same time. CI has experience with in-person, phone -based, virtual and blended forms of peer learning/coaching.

Designing and Helping Guide Outcome and Action-Oriented Learning Events

The CI team has helped national networks, organizations and local communities to design and implement highly engaging and productive learning events or summits. CI team members help organizers by:

- Crafting a design (including an agenda) to meet the specific desired outcomes of the event
- Create a highly engaging learning environment based on proven adult learning principles
- Facilitate (to the extent desired) key portions of the learning event
- Help design for and support follow-on actions from the learning event
- Deliver training on areas of CI expertise (to extent desired)

CI views this as a collaborative process, co-creating and delivering a learning event based on the specific aspirations and needs to the local organizers.

Population-Specific Expertise

- Rural
- Urban
- General population

Primary Technical Assistance Point of Contact

Roxanne Medina-Fulcher
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For More Information

<http://www.communityinitiatives.org>

The Food Trust

The Food Trust is a Philadelphia-based nonprofit organization whose mission is to provide access to affordable, nutritious food. Since its founding in 1992, the Trust has received national recognition for its innovative programs to reduce the burden of childhood obesity and other diet-related diseases in underserved communities. With a staff of 75 employees, the organization provides programs and services to increase access to nutritious food in underserved areas, educate children and adults about the importance of healthy diets, and build sustainable communities where everyone has access to healthy, affordable food.

The Food Trust's programs are geared toward diverse minority communities and low-income children and families.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Foundational Skills) to skip to the technical assistance detail for each item.

Nutrition

- Food procurement (schools, hospitals, municipalities, systems)
- Zoning, licensing, and incentives to improve access to healthy food
- Population approaches to increase access to healthy foods in low-income communities
- Understanding implications of federal menu labeling requirements
- School food environment
- Understanding and using school wellness policies to achieve school-based objectives

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity
- Sustainability
- Pricing strategies

Technical Assistance Detail

Nutrition

Community Nutrition Policies

The Food Trust can provide technical assistance for communities working on a broad range of nutrition policies and initiatives including the following:

- Campaigns for healthier corner stores
- Working with retailers to increase availability of healthier choices
- Increasing access to farmers' markets

- Operating school market programs
- Developing school/after-school snack or beverage policies
- Improving a la carte vending options
- Healthier emergency food systems
- Improving after-school nutrition environment

Nutrition and Physical Activity in Schools and Daycare

The Food Trust can:

- Provide assistance in how to use school wellness policies to achieve school-based objectives
- Provide models to move schools from wellness plans to action and implementation
- Provide expertise on youth leadership development and ways to engage youth as agents of change in the school environment
- Provide assistance in using NAP SACC, a tool for evaluating child care nutrition policies and practices and for developing improvement plans

Foundational Skills

Coalition Building

The Food Trust has expertise in building coalitions to improve community food access. The Food Trust can:

- Provide training on strategies and process necessary to bring new food retail projects to underserved communities
- Help coordinate local and regional food access partnerships that have representation from community groups, food retail industry, store operators, and local planners and developers
- Provide assistance in how to leverage public financing to increase private investment, and how to structure public financing to create new and improved healthy food retail space.

How to Evaluate, Measure and Communicate Community Level Impact

Technical assistance will support CPPW grantees in developing their evaluation framework and measuring the community impact of CPPW initiatives. Grantees can receive guidance on:

- What data to collect
- How to organize it
- Support with the analysis, interpretation and reporting of evaluation findings

Population-Specific Expertise

- Low socioeconomic status
- Urban
- General population
- Other diverse populations



Primary Technical Assistance Point of Contact

Stephanie Weiss
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sweiss@thefoodtrust.org

For More Information

www.thefoodtrust.org

Los Angeles County Tobacco Control and Prevention Program (Peer Mentoring Community)

The Los Angeles County Peer Mentoring Consultative Support and Training Initiative (PMCSTI) leadership team will partner with the CPPW Technical Assistance Coordinator to determine the technical assistance needs of the CPPW grantees. The LA County PMCSTI will work in close collaboration with the other CPPW mentoring communities to streamline requests and coordinate responses to grantees.



The LA County PMCSTI is able to conduct trainings (in-person, webinars, or via other communication channels) and provide other forms of technical assistance, including toolkits and presentations in policy adoption, health inequity, media, and evaluation.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policy (workplaces, bars, restaurants)
- Increase tobacco pricing
- Smoke-free multi-unit housing
- Understanding Food and Drug Administration regulation of tobacco products
- Hard-hitting media messages on policy, systems, and environmental change

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach;
- Leadership for policy, systems, and environmental change
- Health equity
- Hard-hitting media messages on policy, systems, and environmental change

Technical Assistance Detail

Tobacco

Policy Adoption Model

The LA County Tobacco Control and Prevention Program developed a staged-based policy campaign model, the policy adoption model, for effective fostering of adoption of local tobacco control policies. The PAM is organized into key policy development and adoption topic areas:

- Community assessment
- Policy campaign strategy
- Coalition building/broadening

- Policy campaign implementation
- Policy implementation and enforcement

Within, these key topic areas, grantees will learn how to build capacity to address health inequities through culturally competent approaches, methods of community assessment/data collection, and approaches for developing outreach and media campaign strategies and/or plans.

The LA County mentoring team can provide a Webinar on PAM and/or in-person PAM trainings that would include a real-life example of walking through one of five topic areas in the PAM model. The training could cover all phases of the model or specific phases depending on the need of the community with an appropriate timeframe (e.g., four hours to cover one phase or one-day training to cover all phases of PAM). In addition, the team could add another day to apply PAM to a grantee's specific policy objective along with their community partners. This would include applying the different campaign tools discussed in the PAM training.

Foundational Skills

Health Equity

To address health equity in social service agencies, LA County offers the following Webinars:

Smoke-Free Policies and Cessation Programs

This is available to grantees working with behavioral health and substance abuse treatment centers and provides them with practical tools on how to implement smoke-free policies and cessation programs. Grantees have the opportunity to participate in a two-day training for an embedded peer-to-peer quit smoking program that incorporates individual and group-level interventions.

Leveraging Partnerships for Vulnerable Populations

A Webinar is being developed on how to leverage private-public partnerships to reach vulnerable populations (i.e. LA Sparks Women's NBA team, Ralphs Pharmacy NRT give-away – a part of the Kroger Grocery Store Corporation).

Innovative Outreach Strategies

The team can also provide a Webinar on how to use innovative outreach strategies (e.g., Protecting the Hood Against Tobacco Scum, which utilizes the principles of social justice and community capacity building in the delivery of pre-cessation services to underserved, often hard-to-reach populations).

The LA County PMCSTI will provide mentoring to strengthen policy efforts on specific strategies that address health inequities among underserved disadvantaged groups, including those with clinical and sub-clinical substance abuse, mental health conditions, the homeless, LGBT, low-income, youth, minority, and veterans' populations. Strategies and trainings include:

- Peer-to-Peer Quit Smoking Program (embedded wellness and cessation program)
- How to Go Smoke-Free: Social Service Agency Toolkit and Model Policy Templates
- Media outreach and partnership development to reach underserved populations

Digital Media

To address digital media, LA County offers the following Webinars:

Digital Media

The LA County mentoring team can provide a Webinar on how to digital media effectively, including Facebook and Twitter, but also search engine optimization and microsites - key to policy and community work.

Utilizing Digital Media for Population Specific Outreach

The LA County mentoring team can provide a Webinar on how to effectively outreach to populations such as Hispanic/Latino, African American, Asian Pacific Islander Americans and the LGBT community through traditional media and digital media tools, including social media.

Media Advocacy Tools and Strategies

Media Advocacy tools and strategies to complement policy campaigns (traditional media, mobile marketing approaches, digital approaches, and social media approaches)

Health Impact Assessments

The LA County mentoring team can provide technical assistance on how policy analysis and evaluation approaches can be utilized toward policy development and post-adoption policy efforts:

- using health impact assessments
- using needs assessments
- modeling of policy impact based on available resources to the local community

The LA County mentoring team can provide a Health Impact Assessment 101 Webinar for grantees. In addition, staff members are available for in-person meetings with grantees to provide one-on-one feasibility studies for their individual policy/MAPPS goals.

Population-Specific Expertise

General population

Primary Technical Assistance Contact

Linda Aragon, MPH
Director, Tobacco Control & Prevention Program
Department of Public Health
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Other Organization Experts

- Rachel Tyree
- Christine Li

For More Information

www.publichealth.lacounty.gov/tob/index.htm

Mark Fenton

Mr. Fenton is a national public health, planning, and transportation expert and former host of the *America's Walking* series on PBS television. He is the author of numerous books, including the best-selling *Complete Guide to Walking for Health, Weight Loss, and Fitness* (Lyons Press, 2nd ed., 2008). He helped develop the University of North Carolina's national Safe Routes to School curriculum and has facilitated dozens of Safe Routes to School state trainings and community workshops across the country.

He has been a community design and physical activity expert for the Y-USA Pioneering Healthier Communities program and the Centers for Disease Control and Prevention's ACHIEVE program, both at national Action Institutes and in visiting dozens of communities for intensive local assessment, training, and planning activities. He has done both remote and onsite coaching with communities developing detailed physical activity and nutrition plans, and is conversant with professionals and advocates in a variety of allied disciplines, including physical activity and public health; planning and land use; transportation planning and engineering; architecture and landscape architecture; trails, greenways, parks, and recreation; school and safety officials; economic development; and the private development community.

Specific areas of expertise include Safe Routes to School, complete streets and active transportation, mixed-use zoning and comprehensive planning practices, and health impact assessment.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition, Built Environment/Physical Activity or Foundational Skills) to skip to the technical assistance detail for each item.

Nutrition

- Zoning, licensing, and incentives to improve access to healthy food

Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements
- Health promoting opportunities in the federal transportation bill

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Tapping into community development/re-development funds and structures

Technical Assistance Detail

Nutrition

Zoning to Overcome Food Deserts, Support Community Gardening and School Health

Mark Fenton is a public health, planning, and transportation consultant with an engineering and public policy background, and strong skills in community education and interdisciplinary planning and facilitation.

Support for Full Leadership Teams (or Subsets) on Strategic Level Planning

Mr. Fenton can assist with moving from the general principles and goals of the Community Action Plan to implementation at the community level on built environment and physical activity goals. This also includes related topics in nutrition (e.g. zoning to overcome food deserts, support community gardening) and school health (Safe Routes to School, shared use agreements).

Built Environment/Physical Activity

General

Mr. Fenton can guide strategic discussions, assist in setting priorities for intervention, particularly in the following areas:

- Master planning; specific pedestrian, bicycle, and active transportation plan development; zoning ordinance updates; and subdivision and development regulations and guidelines.
- Health impact assessments
- Complete Streets—both the technical concepts, and implementation
- Multi-use pathway networks
- Transit and transportation demand management, which has health equity implications
- Safe Routes to School (even for rural settings) and joint-use agreements
- Zoning and licensing to address physical activity
- Health-promoting opportunities for local communities and states in the Safe, Accountable, Flexible, Efficient Transportation Equity Act

Community Walk Audit

Mr. Fenton provides facilitated walks in which elements of the physical environment are experienced and discussed in the context of their influence on healthy behaviors. This is intended to teach participants how to replicate such walk throughout the community to gather input and build momentum for change.

Foundational Skills

Mr. Fenton can provide site visits to communities to:

- Build interest and excitement around plan implementation
- Provide specific education and technical guidance for professional staff and advocates

- Assist in assessing the physical, policy, and cultural environment of the community and set specific action steps
- Educating and engage some of the most challenging stakeholders outside the health arena, such as elected and appointed officials and policy makers, professionals outside the health arena and the private sector.

Specific activities include but are not limited to a Community Asset Review and a Health Summit. A review includes windshield tour of typical environments and challenges, as well as discussion of policy issues. A summit can bring myriad disciplines together in a three- to six-hour session that includes education and facilitated work on developing specific action steps toward building a healthier community environment. Mr. Fenton also can facilitate meetings of community boards, advocates, and local leadership.

Population-Specific Expertise

- Rural
- Urban
- General population

Organization Expert

Mark Fenton
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Minnesota Department of Health (Peer Mentoring Community)

Minnesota Department of Health will share lessons learned about process, implementation and outcomes in order to increase each community's capacity to implement policy, systems and environmental change approaches to increase physical activity, improve nutrition and decrease tobacco use.



Specific areas of expertise include smoke-free multi-unit housing; engaging the business community; policy, systems, and environmental change skills; and "Great Trays," Minnesota's school food nutrition program.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

<u>Tobacco</u>
<ul style="list-style-type: none">• Smoke-free multi-unit housing
<u>Nutrition</u>
<ul style="list-style-type: none">• School food environment (e.g., vending competitive foods, food service)
<u>Foundational Skills</u>
<ul style="list-style-type: none">• Coalition management• Partnerships, community organizing/outreach• Leadership for policy, systems, and environmental change

Technical Expertise Detail

Tobacco

Smoke Free Multi-Unit Housing

Minnesota is a leader in the area of smoke-free multi-unit housing. Consultation and materials will be available regarding how to educate about and advocate for smoke-free multi-unit housing. Information will be provided on implementing a smoke-free policy, advice on avoiding pitfalls, also a model lease and other educational materials.

Nutrition

School Food Environment

Consultation and lessons learned are available on the Minnesota model, Great Trays, which supports Minnesota schools with increased access to healthy foods and skill-based training. This project brings eight statewide organizations together. Partners will work with Minnesota School Food Buying Group, a non-profit cooperative.



Foundational Skills

Coalition Management

Training and consultation is available on how to engage businesses in their coalitions; connections between business and the built environment will also be explored.

Leadership for Policy, Systems, and Environmental Change

Examples of lessons learned include local interventions, passing and maintaining a statewide secondhand smoke law, securing and maintaining statewide obesity program funding.

Population-Specific Expertise

General Population

Primary Technical Assistance Contact

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For More Information

www.health.state.mn.us/divs/oshii/cppw/index.html

National Association of Latino Elected and Appointed Officials Educational Fund

The NALEO Educational Fund is the leading nonprofit organization that facilitates full Latino participation in the American political process, from citizenship to public service.



Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Foundational Skills) to skip to the technical assistance detail for each item.

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity
- Sustainability
- Hard-hitting media messages on policy

Technical Assistance Detail

Foundational Skills

Webinars

- September 29, 2011 – Navigating the Politics of Change
- January 27, 2012 – Building a Base of Support/ Coalition Building
- May 24, 2012 – Developing a Message/Effective Communication and Advocacy

National Convening

The NALEO Educational Fund is holding four national three-day intensive trainings consisting of informational panels, workshops, and strategy sessions. The in-person meetings will be complemented with Webinars and other technical assistance resources highlighting key governance skills such as:

- Recognition of decision-making capacity
- Utilization of data
- Navigating the politics of change
- Messaging
- Effective communication and advocacy

The NALEO Educational Fund is selecting 40-50 participants (CPPW communities will be given priority) for each policy Institute. Latino elected officials from all levels of government are encouraged to take advantage of this opportunity. Travel scholarships are available to cover

roundtrip airfare, as well as a two-night hotel stay. Scholarships are limited and available through a short application process.

- February 24–26, 2012 – NALEO Policy Institute on Healthy Communities in San Francisco, California
- April 20–22, 2012 – NALEO Policy Institute on Healthy Communities in Chicago, Illinois

Population-Specific Expertise

- Hispanic/Latino
- Rural
- Low socioeconomic status
- Urban

Primary Technical Assistance Contact

Stephanie Ramirez
Deputy Director of Constituency Services
213-747-7606, ext. 4425

sramirez@naleo.org

For More Information

www.naleo.org

National Association for Sport and Physical Education

The preeminent national authority on physical education and a recognized leader in sport and physical activity, the National Association for Sport and Physical Education is a nonprofit professional membership association that sets the standard for practice in physical education and sport. NASPE envisions a society in which all individuals are physically educated and participate in lifelong physical activity. Towards this vision, NASPE seeks to enhance knowledge, improve professional practice, and increase support for high-quality physical education, sport, and physical activity programs.



NASPE's 15,000 members include K–12 physical education teachers, coaches, administrators, researchers, and college/university faculty who prepare professionals in these areas.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Foundational Skills) to skip to the technical assistance detail for each item.

Physical Activity

- **Joint-use agreements**
- **Physical education in schools (after school and childcare included)**

Technical Assistance Detail

Physical Activity

Physical Activity in Schools (Recess, Intramurals and Interscholastic Sports)

NASPE and its partners offer Webinars, publications, consultation, and workshops geared toward enhancing knowledge, improving professional practice, and increasing support for high quality physical education, sport, and physical activity programs. NASPE:

- Concentrates on comprehensive school physical activity programs that consist of five components that include physical education, physical activity during school, physical activity before and after school, staff involvement and family and community involvement for early childcare settings and elementary, middle and high schools
- Provides expertise on recess, intramurals and interscholastic sports, and physical activity breaks in the classroom (incorporating movement during traditional classroom and curriculum for 5-10 minutes at a time)



Packaged Workshops

PIPEline Workshops provide state of the art, standards-based in-service training for K-12 physical educators. The workshops include full or half-day from a PIPEline professional instructor as well as a notebook of relevant material for each participant to take back and use. The following workshops are described at www.naspeinfo.org/pipeline.

- Active Gaming and Interactive Fitness
- Technology II: Applications for Physical Education Instruction
- Curriculum Development: K-12 Physical Education
- Instructional Practices: K-12 Physical Education
- Instructional Models in Standards-Based Physical Education
- Assessment Strategies: K-12 Physical Education
- Let's Get Moving: Physical Activity for Children Ages 3-5
- STARS: Creating a "Program of Excellence" Portfolio
- Integrating Technology: K-12 Physical Education

Prolink

Prolink provides NASPE expert consultants who are available to customize an in-service program, provide support and guidance for curriculum review, or any sport or physical education project.

Physical Best

Physical Best is a comprehensive health-related fitness education program developed by physical educators for physical educators. www.naspeinfo.org/physicalbest

Population-Specific Expertise

General population

Primary Technical Assistance Contact

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For More Information

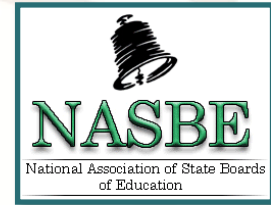
www.naspeinfo.org

www.aahperd.org/naspe

www.headstartbodystart.orgwww.naspe.org

National Association of State Boards of Education

For more than 50 years, the National Association of State Boards of Education has assisted state boards of education, other state policymakers and local education agencies in their efforts to promote high quality education, including healthy and safe schools.



NASBE provides capacity building assistance to support effective policies and connecting states with promising and evidence-based programs to implement the policies.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition, Built Environment/Physical Activity, or Foundational Skills) to skip to the technical assistance detail for each item.

Nutrition

- Food procurement
- Sugar-sweetened beverage media
- Understanding and using wellness policies to achieve school-based objectives
- Local impact of Healthy Hunger-Free Kids Act

Built Environment/Physical Activity

- Physical education in schools (after school and childcare included)

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity
- Sustainability

Technical Assistance Detail

Nutrition

Food Procurement

NASBE staff has expertise in providing assistance for:

- Implementation of local wellness policies and the federal meal programs
- Meeting the current nutrition standards for both reimbursable meals and competitive foods
- Understanding newly proposed standards, and with the development and implementation of standards that exceed the quality of current regulations

Sugar-Sweetened Beverage Media

NASBE has worked with states, school districts and schools to successfully develop and implement food marketing policies that eliminate sugar sweetened beverage advertising on school campuses. NASBE staff members have:

- Helped state leaders create coalitions to assess existing school food policies and develop stronger policies based on national recommendations and existing models
- Assisted in translating policy to state legislation and worked with state leaders to successfully guide new policies through the legislative process
- Provided expertise in successful implementation of all types of school food policies at the state, district and local levels.

Understanding and Using Wellness Policies to Achieve School-Based Objectives

NASBE staff members can advise in the assessment, development and implementation of school wellness policies based on national recommendations and existing models.

Local Impact of Healthy Hunger-Free Kids Act

NASBE staff members have extensive knowledge of the Healthy Hunger-Free Kids Act and can provide resources and training to help states, school districts and schools understand and prepare for the changes that will occur.

Built Environment/Physical Activity

Physical Education in Schools (Afterschool and Childcare Included)

NASBE can:

- Help state leaders create coalitions to assess existing physical education and physical activity policies and develop stronger policies based on national recommendations and existing models
- Help translate policy to state legislation and worked with state leaders to successfully guide new policies through the legislative process
- Assist in successful implementation of physical education and physical activity policies at the state, district and local levels in both school and childcare settings

Foundational Skills

Coalition Management / Community Organizing and Outreach

NASBE has assisted state boards of education and state departments of education with building and maintaining coalitions of community stakeholders to serve as key advisors in policy development and implementation. In addition to leveraging these existing relationships at the state level, NASBE can advise organizations at all levels in the process of meaningfully involving community partners in their own short- and long-term projects and programs.

Leadership for Policy, Systems and Environmental Change

NASBE staff members have helped state leaders create coalitions to assess existing school health policies and develop stronger policies based on national recommendations and existing models. The organization also has helped translate these to state legislation and worked with state leaders to successfully guide new policies through the legislative process. Additionally, NASBE has expertise in implementation of school health policies at the state, district and local levels in both school and childcare settings.

Health Equity

NASBE works with coalitions to understand the special needs of diverse populations and successful approaches for ensuring efficient use of resources to meet these, leveraging relationships and providing advice about best practices for effectively serving all types of communities and individuals.

Sustainability

NASBE includes sustainable change in all of its policy development and implementation work. The organization can help states, schools and school districts think strategically about the use of resources and relationships to ensure that their work will result in maximum long-term impact

Population-Specific Expertise

- Hispanic/Latino
- Military
- African American
- American Indian
- LGBT population
- Rural
- Asian/Pacific Islander
- Low socioeconomic status
- General population

Primary Technical Assistance Contact

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For More Information

www.nasbe.org

National Complete Streets Coalition

The National Complete Streets Coalition works to transform transportation policy, planning, and practice so roads begin to serve everyone who is using them, including transit users, bicyclists, and pedestrians of all ages and abilities. Groups representing users of the



transportation system, transportation practitioners, and organizations with concerns ranging from the environment to public health are all active members of the coalition. NCSC works for the adoption and effective implementation of Complete Streets ordinances, laws, and other policies at the local, state, and federal levels through media advocacy, coalition building, peer information-sharing, and professional training and technical assistance.

NCSC offers five types of hands-on workshops tailored to each client's jurisdiction or state: an introductory workshop, a policy development workshop, an implementation workshop, a coalition-building workshop, and a workshop designed for use by a regional agency such as a metropolitan planning organization.

Technical Assistance Summary

Click on each heading name (i.e., Built Environment/Physical Activity or Foundational Skills) to skip to the technical assistance detail for each item.

Built Environment/Physical Activity

- **Master planning/health Impact assessments**
- **Complete Streets**
- **Zoning**
- **Multi-modal pathway networks**
- **Transportation demand management**
- **Joint-use agreements**

Foundational Skills

- **Coalition management**
- **Partnerships, community organizing/outreach**
- **Leadership for policy, system, and environmental change**
- **Tapping into community development and re-development funds and structures and other local supports**

Technical Assistance Detail

Built Environment/Physical Activity

Complete Streets is a powerful systems change model that:

- Creates the political will to change the priorities of transportation planning to encourage active travel, and then follows up with four clear steps to effective implementation
- Offers highly effective Complete Streets policy development and implementation workshops, which engage decision makers, stakeholders, and agency professionals in a highly interactive daylong session
- Provides access to nationally recognized experts trained in Complete Streets that help build local leadership through an agenda tailored to each community's needs
- Organize Webinars and phone assistance calls specific to CPPW communities' Complete Streets needs to encourage peer exchange of ideas and resources and to draw from experiences both within and outside of the CPPW network
- Provides one-on-one evaluation of draft policy documents and strategic advice via email and phone
- In-person meetings with our workshop instructor corps

Foundational Skills

Leadership for Policy, Systems, and Environmental Change

NCSC guides communities through the process of implementing a Complete Streets policy, using the framework of four steps to implementation and tools for evaluating implementation progress. NCSC can help make connections across sectors to help replicate the organization's diverse national coalition on a local level.

Population-Specific Expertise

- Rural
- Low socioeconomic status
- Urban
- Seniors

Primary Technical Assistance Contact

Stephanie Seskin

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For More Information

www.completestreets.org

National Recreation and Park Association

The National Recreation and Park Association is dedicated to educating professionals and the public on the essential nature of parks and recreation. Through learning opportunities, research, and communications initiatives, NRPA strives to generate significant public support for our movement in order to advance the development of best practices and resources that will make parks and recreation indispensable elements of American communities.

NRPA advocates for increased national funding for parks and recreation through federal grants and initiatives that support healthy lifestyles, economic vitality and environmental stewardship. It is hub for connecting advocates, professionals, suppliers and government leaders in this effort.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition, Built Environment/Physical Activity, or Foundational Skills) to skip to the technical assistance detail for each item.

Nutrition

- Zoning, licensing, and incentives to improve access to healthy food
- Population approaches to increase access to healthy foods in low-income communities
- School food environment (vending, competitive foods, food service)

Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change

Technical Assistance Detail

Nutrition

Community Nutrition Policies

Park and recreation agencies throughout the United States provide nutritious food to children through summer and before/after school food service programs. Through a series of education and communication tools, NRPA:

- Increased the number of agencies participating in the program and augment the number of children fed
- Supports increasing access to healthy food in low-income communities by promoting community gardens through a number of programs and online resources
- Offers a number of topically focused Webinars and policy roundtables on increasing access to healthy foods in low income communities
- Provides direct consultation to CPPW communities by linking them with experts, resources, and other communities who have had success increasing access to healthy food choices.

Built Environment/Physical Activity

Resources Available

- Park and recreation departments bring valuable experience and knowledge regarding health and wellness programs that should be incorporated into the built environment. NRPA:
- Leverages resources through existing resources developed through ACHIEVE and other member programs
- Offers a number of topically focused Webinars and policy roundtables around the built environment including trail stewardship, planning and zoning, signage, and active transportation
- Provides direct consultation to CPPW communities by linking them with both experts in the field and other communities who have had success increasing physical activity by improving the built environment

Reduced Fees to Improve Access to Recreational Facilities

Some park and recreation agencies provide reduced fees and rates to improve access to recreational facilities. Reduced fees encourage participation from individuals in the community who are sometimes unable to participate in physical activity opportunities due to limited income. Through NRPA's large network of members and affiliates can:

- Track these practices and disseminate information to the broader park and recreation community to highlight the benefits of offering reduced fees
- Provide strategies for working with local government to implement reduced fees

Increased Physical Activity Opportunities

NRPA is offering a number of topically focused Webinars and policy roundtables on increasing opportunities for physical activity in low income communities. NRPA can:

- Provide direct consultation to CPPW communities by linking them with experts, resources, and other communities who have had success providing more opportunities for physical activity through before/afterschool programs at park and recreation agencies.



Foundational Skills

Best Practices Tracking and Other Services Available

Some park and recreation agencies provide reduced fees and rates to improve access to recreational facilities. Reduced fees encourage participation from individuals in the community who are sometimes unable to participate in physical activity opportunities due to limited income. NRPA's large network of members and affiliates enables it to track these practices and disseminate information to the broader park and recreation community to highlight the benefits of offering reduced fees and strategies for working with local government to implement reduced fees.

Population-Specific Expertise

General population

Primary Technical Assistance Contact

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For More Information

www.nrpa.org

New York City Department of Health and Mental Hygiene (Peer Mentoring Community)



The NYC Department of Health and Mental Hygiene will provide mentees with tailored mentoring and technical assistance customized to meet the specific needs of their community.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, or Foundational Skills) to skip to the technical assistance detail for each item.

<u>Tobacco</u>
<ul style="list-style-type: none">• Comprehensive smoke-free policy (workplaces, bars, restaurants)• Increase tobacco pricing• Smoke-free multi-unit housing• Point-of-purchase requirements• Understanding FDA regulation of tobacco products
<u>Nutrition</u>
<ul style="list-style-type: none">• Food procurement (schools, hospitals, municipalities, systems)• Hard-hitting media messages on policy, systems, and environmental change
<u>Built Environment/Physical Activity</u>
<ul style="list-style-type: none">• Master planning/health impact assessments• Complete Streets• Zoning• Multi-modal pathway networks• Transportation demand management• Joint-use agreements• Hard-hitting media messages on policy, systems, and environmental change
<u>Foundational Skills</u>
<ul style="list-style-type: none">• Coalition management• Partnerships, community organizing/outreach• Leadership for policy, systems, and environmental change• Hard-hitting media messages on policy, systems, and environmental change

Technical Assistance Detail

Tobacco/Foundational Skills

The NYC Department of Health and Mental Hygiene will provide mentees with tailored mentoring and technical assistance customized to meet the specific needs of their community and CPPW tobacco control activities as it relates to:

- Implementing data collection, use and dissemination strategies to support policy goals (related to: usage bans, sales restriction, labeling/signage/placement, and evidenced-based pricing strategies to discourage tobacco use)
- Implementing and evaluating regulatory and legislative smoke-free policies (workplaces, bars, restaurants)
- Incorporating media strategies at all stages (related to: hard-hitting counter-advertising, usage bans, sales restriction, labeling/signage/placement, and evidenced-based pricing strategies to discourage tobacco use)
- Forming and maintaining coalitions necessary to support smoke-free policies

Mentees will have access to:

- One-on-one technical assistance from all Bureau of Tobacco Control units, available on media/education, research/evaluation, policy, cessation
- Webinars, conference calls, conferences on effective strategies, best practices and resources on, available on developing and evaluating hard-hitting media campaigns; Identifying and strengthening community resources; Collecting data, monitoring progress and evaluating outcomes
- DOHMH's educational materials, data collection tools, templates and more

Mentees will also be provided with monthly phone calls with DOHMH to check-in regarding their needs, progress, setbacks and next steps (a more intensive schedule of technical assistance can be provided, depending on the need of the community).

Nutrition

Food Procurement

The NYC Department of Health and Mental Hygiene and School Food FOCUS is hosting two regional School Food Procurement Conferences that will bring together a wide variety of people involved in school food, including CPPW staff and school food service directors, to discuss issues around providing healthy, local and responsibly produced food to children. Mentees and their school district counterparts will hear from their school food peers about practical steps towards changing procurement practices on a large scale. They will also engage in round-table discussions on school food issues and discuss salient topics and questions with school food service directors, vendors, and others involved in the process of changing procurement.

In addition, conference attendees will have the opportunity to meet food vendors who may be able to provide products that better fulfill school and health department priorities for improved

foods. Prior to the SFPC, the NYC Department of Health and Mental Hygiene and FOCUS will work with mentees and their partner school district to identify priority topics of school food procurement and follow-up on objectives and issues explored at the conferences will be provided.

Promoting Breast Feeding in Hospitals

The NYC Department of Health and Mental Hygiene offers a breastfeeding in hospitals mentoring activity comprised of several components:

- A Webinar hosted by the department's Bureau of Maternal, Infant and Reproductive Health on how to facilitate system-level change in hospitals by adopting baby-friendly practices. Effective strategies, tools and resources will be shared on engaging hospitals, structuring relationships and facilitating meetings, developing and delivering educational materials and staff training, collecting data, monitoring progress and evaluating outcomes, and identifying and strengthening community resources.
- Advice from the executive staff of Baby-Friendly USA, the only U.S. organization that can certify hospitals as "baby-friendly," and technical assistance from Baby-Friendly USA for a select group of maternity hospitals identified within a jurisdiction
- Educational materials, data collection tools, templates and much more from the department's work with local hospitals, including lessons learned and troubleshooting tools

National Salt Reduction Initiative Mentoring

The National Salt Reduction Initiative, lead by the department, has received support for enhanced partner outreach through the CPPW mentoring grant. NSRI partners have committed to the goal of a 20 percent reduction in population sodium intake by working with industry as part of a voluntary, public process. The NSRI mentoring project provides guidance to NSRI partners on outreach to the food industry, for example packaged food manufacturers, restaurants, and supermarkets, to reduce sodium in packaged and restaurant food by meeting NSRI targets; and one-to-one technical assistance, Webinars and resources on sodium reduction strategies.

Transfat Restriction Mentoring

NYC Department of Health and Mental Hygiene will provide one-on-one technical assistance, materials and resources on transfat restriction strategies including regulation, implementation and enforcement, education campaigns, and assessing transfat in the food service environment.

Materials

- [School Food FOCUS' Learnings from the Lab \(Improving Milk\): How Saint Paul Public Schools collaborated with vendors and other districts to reduce the sugar content of flavored milks](#)
- [School Food FOCUS' Learnings from the Lab \(Enacting a Vendor Strategy\): Questions to ask your vendors to reach your goals of procurement change.](#)
- [Transfat Help Center Web site provides information for restaurants and other food service establishments on how to replace transfat in their food](#)

Built Environment/Physical Activity

The NYC Department of Health and Mental Hygiene and the American Institute of Architects have worked to promote NYC's Active Design Guidelines. The ADG, which can be accessed here: www.nyc.gov/adg, provides architects and urban designers with a manual of strategies for creating healthier buildings, streets, and urban spaces, based on the latest academic research and best practices in the field. The guidelines includes urban design strategies for creating neighborhoods, streets, and outdoor spaces that encourage walking, bicycling, and active transportation and recreation, building design strategies for promoting active living where people work and live and play—for example, through the placement and design of stairs, elevators, and indoor and outdoor spaces, and discussion of synergies between active design and sustainable design initiatives such as LEED.

Population-Specific Expertise

General population

Primary Technical Assistance Point of Contact:

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Mentoring Grant Project Director
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For More Information

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Prevention Institute

Prevention Institute was founded in 1997 to serve as a focal point for primary prevention practice—promoting policies, organizational practices, and collaborative efforts that improve health and quality of life. As a national nonprofit organization, the Institute is committed to preventing illness and injury, fostering health and social equity, and building momentum for community prevention as an integral component of a quality health system. Prevention Institute synthesizes research and practice; develops prevention tools and frameworks; helps design and guide interdisciplinary partnerships; and conducts training and strategic consultation with government, foundations, and community-based organizations nationwide and internationally. Taking a comprehensive, integrated approach to solving complex health and social issues, the Institute advances prevention efforts that address multiple problems concurrently and helps practitioners and decision makers to achieve outcomes that are enduring and sustainable.

Prevention Institute has a broad demographic reach, with particular expertise in working with public officials and developing programs designed to reach children.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition, Built Environment/Physical Activity, or Foundational Skills) to skip to the technical assistance detail for each item.

Nutrition

- Food procurement (schools, hospitals, municipalities, systems)
- Zoning, licensing, and incentives to improve access to healthy food
- Population approaches to increase access to healthy foods in low-income communities
- Hard-hitting media messages on policy, systems, and environmental change

Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements
- Hard-hitting media messages on policy, systems, and environmental change

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Public health law skills and practices
- Health equity
- Sustainability
- Hard-hitting media messages on policy, systems, and environmental change

Technical Assistance Detail

Nutrition

Food Procurement: Developing Standards for Healthy Food in Institutions

Prevention Institute can:

- Provide guidance for nutrition standards
- Provide guidance on standards for ensuring improved access to sustainable and local food systems
- Advise sites on how to use Setting the Record Straight, a national sign-on letter, as the basis for food procurement policies

Food Systems and Food Policy

Prevention Institute can:

- Provide an overview of the range of policy strategies communities are utilizing to create greater access to healthy food
- Assist communities in identifying the policies they want to prioritize and provide advice on implementation
- Emphasize the importance of working across sectors and identifying new partners that can contribute towards achieving an equitable and healthy food system
- Provide corresponding workshop: Recipes for Change: Healthy Food in Every Community; Using the Environmental Nutrition and Activity Community Tool for Comprehensive Change

Marketing to Kids

Prevention Institute shares current research and evidence about the impact of marketing and advertising on kids' behavior. Prevention Institute can:

- Provide an overview of the extent of marketing to kids and the techniques and venues utilized to market products
- Help communities understand state and local policy options—in accordance with federal law—that communities can utilize to address marketing to kids in schools, restaurants and community settings
- Conduct workshops on this topic and provide one-on-one advice.

Developing Standards for Healthy Food in Schools

Prevention Institute can:

- Provide guidance for nutrition standards
- Provide guidance on standards for ensuring improved access to sustainable and local food systems

- Advise sites on how to use Setting the Record Straight, a national sign-on letter, as the basis for food procurement policies.

Linking CPPW to Federal Nutrition Program:

Prevention Institute staff has knowledge of the various federal nutrition assistance programs and can:

- Help sites identify strategies to increase participation
- Connect CPPW sites to national advocates who work specifically on the various food assistance programs.

Built Environment/Physical Activity

Walkable Community Workshops

For communities interested in increasing walking-- the most common form of physical activity-- walkable community workshops are a way to build support for transit-oriented development, Safe Routes to School, and improved pedestrian infrastructure. Prevention Institute's staff members are certified by the California Department of Health Services, California Center for Physical Activity, and CalTrans as California Walkability Experts. Half-day workshops are designed to:

- Engage diverse community members, bring "fresh eyes" to the community, and build consensus around priority improvements
- Bring a health and safety perspective to this work
- Provide walkable community experts that facilitate a fun, dynamic session that describes solutions in plain language and leads an interactive walkabout in a way that excites participants while giving them a new way of seeing their communities

Built Environment (Health Impact Assessments)

Prevention Institute can:

- Orient CPPW sites to the basic concepts and processes involved in a health impact assessment
- Link sites to specific resources through close relationships with national health impact assessment leaders

Parks and Open Space

Access to safe parks and open space has been linked to physical activity. Through the Healthy Parks Healthy Communities program, Prevention Institute can:

- Help communities understand the connection between health inequity and park inequities
- Assist low income, rural and urban communities to explore mechanisms for funding new parks and supporting operations and maintenance
- Facilitate presentations and role-plays for communities to discuss park needs

- Assist communities in practicing for 'making the case' for supporting parks and open space to local elected and appointed officials

Joint Use

Shared use of existing parks and playgrounds is a tried and true strategy for maximizing community access to opportunities for physical activity -- particularly in communities where the high cost of land, limited infrastructure, and unmet need for recreation opportunities are issues. Prevention Institute is available for training and TA; our staff can provide:

- Research to support joint use
- A description of “on the ground” experiences to get joint use agreements in place
- A demonstration of photovoice as a youth engagement strategy
- Promulgation of effective strategies for building partnerships to support joint use,
- A description of joint use as a violence prevention strategy
- Technical planning and legal experts at PHLP / Planning for Healthy Places who can assist with the writing and execution of joint-use agreements

Transportation Policy

Equitable transportation policy and planning are emerging as important approaches to implement MAPPS strategies.

Prevention Institute

- Developed the transportation and land use policy resolution for the American Public Health Association
- Helped develop and served as an editor for Healthy, Equitable, Transportation Policy, a book commissioned by the Convergence Partnership
- Serves on various state and local coalitions to advance health through transportation policy such as the Safe Routes to School California Network and the Healthy Places Coalition

Prevention Institute brings this knowledge to our work with local communities interested in utilizing transportation policy to create healthier communities.

Linking Injury Prevention with Efforts to Increase Physical Activity

Injuries continue to be the leading cause of death for young people in the United States despite the rich history of public health efforts in the field. As communities grapple with increasing access to physical activity, injury prevention often comes up as a related issue that must be addressed. Prevention Institute’s approach to injury prevention places an emphasis on:

- The notion of convergence
- Unique opportunities to address rates of injury in communities as well as physical inactivity and lack of access to key resources through a comprehensive set of strategies with shared benefits

Foundational Skills

Communication Prevention: Messaging Policy, Systems, and Environmental Change Efforts

Prevention Institute is committed to promoting the successful efforts of community prevention and policy/systems change through the media. PI has worked with federal legislators, national public health organizations, and leading foundations to create synchronous messaging and framing for systems and policy change with the goal of highlighting success, defusing negative frames and increasing understanding of how environmental change connects to health. Prevention institute can:

- Provide assistance and training on how to use new and traditional media strategically to frame and shape local prevention efforts
- Provide assistance and training on how to pitch and place stories
- Provide organizations with talking points, framing, and opportunities to work with media to change the conversation on prevention through use of an engaged rapid response networks

Partnership and Collaboration

Prevention Institute staff has vast experience facilitating, staffing and participating in coalitions. PI has worked with the leadership of local coalitions to address issues such as structure, governance, roles and decision-making, as well as address major challenges and needs that come up as collaboratives mature. In addition, PI's experience working in collaboration has resulted in the development of the following tools:

- *Developing Effective Coalitions: The Eight Step Guide*, a framework to guide advocates and practitioners through the process of building, nurturing, sustaining and evaluating coalitions
- *The Tension of Turf: Making it Work for the Coalition*, which provides a conceptual framework to help collaboratives deal with interdisciplinary turf struggles
- *Collaborative Leadership Tool*, which provides an opportunity for coalition leaders to identify strengths and areas for improvement in order to advance their leadership skills and enhance the functioning of their collaborative

Prevention Institute can provide workshops on our tools, as well as facilitate strategic discussions on how to address collaboration needs and challenges.

Partnering with Business: Rules of the Road

Communities often struggle with how and when to partner with business. As communities make these decisions they may need specific tools to help them sort out the issues that arise, including ethical considerations, finding partners, developing relationships, provide positive examples of partnership, etc. Prevention Institute can provide guidance to communities and help determine practices for working with business and industry.

Engaging Communities in Policy, Systems, and Environmental Change Efforts

Community engagement is a critical component that contributes to the success of policy, systems, and environmental change and community organizations often have the reach in the community that public health institutions do not. Prevention Institute can:

- Foster and strengthen collaborative efforts between public health departments and community groups
- Assist public health departments develop stronger partnerships with community-based organizations to ensure synergy between the work of community-based organizations and health departments

Making the Case and Building Political Will

As sites embark on their efforts, communities are working to persuade and engage diverse stakeholders, including policymakers and the public. Prevention Institute can assist site in:

- Creating persuasive, compelling stories that reflect the benefits and achievements of prevention efforts to different audiences
- Identifying and collecting persuasive data, such as partnerships, health outcomes, benefits to local economy and other data
- Framing prevention work to pro-actively support the importance of environmental change and defuse negative frames
- Incorporating community voices to personalize messages
- Working effectively through media and social media outlets to increase awareness of and support for community prevention efforts

Training Elected Officials

Local elected officials, including those working at the city, county, and school district level -- have an important role to play in creating healthy communities through policy, systems, and environmental change. Elected officials intuitively understand the importance of local policymaking but many are not familiar with the notion of environmental change and the ways in which local policy efforts support health and equity. Prevention Institute has provided training and consultation to elected officials, including members of the National League of Cities and National Association of Latino Elected Officials, providing these leaders with the knowledge and tools to champion health policies in their locales. Prevention Institute is available to:

- Provide training and consultation to local elected officials engaged in CPPW efforts
- Work with health departments and leadership teams to develop a strategy to reach out to and partner with local elected officials

Effective Multidisciplinary Partnership

Prevention Institute's Collaboration Multiplier tool and corresponding workshop:

- Help people from different fields better understand each other's perspectives
- Identify strengths and challenges
- Helps collaboratives identify new sectors to reach out to and include in collaborative efforts

Additionally, Prevention Institute can help communities think about how to embed the “Health in All Policies” concept in government and institutional practice to ensure that policies outside of health and beyond the life of CPPW support healthier communities.

The How of Policy

While communities may benefit from specific technical assistance and guidance on each of their policy strategies, there are some strategic considerations that cut across their MAPPS strategies. Prevention Institute can:

- Help communities navigate the strategy considerations that come with advocating for policy change
- Help communities explore the various elements of working on policy and organizational practice change, including key issues steps such as how to develop a strong policy, developing key partners, backing up your case, and planning for implementation and evaluation
- Help emphasize the reasons organizational practice and policy change are critical for changing behavior and norms around nutrition, activity and tobacco control (for those new to policy and organizational practice change)

Corresponding Workshop: The “How” of Policy Change

The How of Organizational Practice Change

Many CPPW communities are working to change practices within worksites, hospitals, schools, childcare, faith-based organizations and other institutional settings. Changing organizational practices is an important component of environmental change as organizations help shape norms. Prevention Institute can help communities:

- Understand the best practices that organizations can undertake
- Navigate adopting and implementing organizational practice change

Corresponding Workshop: The “How” of Organizational Practice Change

Structuring Initiatives for Success

As prevention initiatives are underway, the leadership may be challenged with answering the question: “How do we structure ourselves to get the work done?” Prevention Institute can help to:

- Address the questions that arise as communities determine how to structure themselves for success
- Navigate key issues that may include: determining staffing, defining roles and responsibilities for coalitions and workgroups, determining resource allocation, and identifying measures of accountability

Translating a Comprehensive Strategy into Action

PI supports prevention initiatives as they move from the planning to implementation stage to identify a clear vision, key strategies, critical partners, and a range of activities based on local health and assessment data, and to refine these issues as they come up during implementation. PI has worked with sites that are tasked with working on multiple issues and determining how to sequence and prioritize the various strategies they hope to advance is a key component of success. PI's ENACT and THRIVE tools were designed to help groups assess the current environment, prioritize areas for immediate action, and be strategic about advancing a comprehensive agenda.

Health Equity

Communities may be challenged with how they can address health equity while engaged in population-based, countywide changes. This is often a challenge for public health and CPPW is an opportunity for communities to dig deeper with their efforts to determine ways to ensure their policy, systems, and environmental change interventions impact the entire community while ensuring that populations most in need reap the benefits. Prevention Institute works to ensure health equity is at the core of policy, systems, and environmental change. Our past experience working in health equity includes:

- Strengthening the argument for such an approach
- Developing tools and strategies that are both grounded in quality research and have practical applications for communities and policymakers
- Guiding groups in applying effective strategies

Corresponding Workshop: Good Health Counts: A Community Approach to Addressing Health Equity; Health Equity and Prevention Primer

Addressing the Intersection: The Links between Preventing Violence and Creating Healthy Food and Activity Environments and Tobacco Free Communities

As communities work to institute policy, systems, and environmental change to address healthy eating, physical activity and tobacco control, violence often times comes up as a barrier. Violence and perceptions of violence interfere with policies to increase access to healthful food, to create “safe, attractive accessible places for activity” and to establish smoke-free communities (e.g., fear of violence in the streets means residents are reluctant to support smoke-free housing if they have to go outside to smoke). Prevention Institute can:

- Ground CPPW communities in a primary prevention approach to violence prevention
- Help communities identify strategies that address both violence and chronic disease prevention
- Work with communities to identify an interdisciplinary group of partners to engage in joint efforts to improve both safety and chronic disease

Corresponding Workshop: Addressing the Intersection: Links between Preventing Violence and Creating Healthy Food and Activity Environments

Building Sustainability into Policy, Systems, and Environmental Change Initiatives

Prevention Institute emphasizes the importance of building sustainability into initiatives and using ongoing evaluation to improve implementation and outcomes. Prevention Institute can provide strategic advice and conduct workshops on how to ensure sustainability of CPPW initiatives. Our approach focuses on:

- Leveraging federal funding streams and other sources of funding to continue PSE efforts
- Ensuring policy, systems, and environmental change efforts have sustainability measures built in
- Bringing together community partners to identify ways in which various partners can continue to move the work forward
- Exploring areas within local government to imbed CPPW efforts
- Training a cadre of leaders who can apply their skills to foster future community prevention efforts

Population-Specific Expertise

- 18-29-year-olds
- African American
- Low socioeconomic status
- Hispanic/Latino
- American Indian
- Urban
- LGBT population
- General population
- Rural
- Seniors
- Mental health
- Asian/Pacific Islander
- Other: children, elected officials

Primary Technical Assistance Point of Contact

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For More Information

www.preventioninstitute.org
www.jointuse.org

Public Health Law and Policy

Public Health Law and Policy partners with advocates and policymakers to create healthier communities. PHLP provides in-depth research and analysis on legal and policy questions, and translate complex information into practical tools and model policies. The organization can expand the capacity of advocates, local public health and planning departments, schools, government attorneys, elected officials, and others to advance their public health goals through policy change strategies.

PHLP offers a multidisciplinary team of lawyers, urban planners, economic development and redevelopment specialists, health educators, and communications experts.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco, Nutrition, Built Environment/Physical Activity, or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policy (workplaces, bars, restaurants)
- Increase tobacco pricing
- Smoke-free multi-unit housing
- Zoning and licensing to address tobacco
- Point-of-purchase requirements
- Understanding FDA regulation of tobacco products

Nutrition

- Food procurement (schools, hospitals, municipalities, systems)
- Zoning, licensing, and incentives to improve access to healthy food
- Population approaches to increase access to healthy foods in low-income communities
- School food environment (vending, competitive foods, food service)
- Understanding and using wellness policies to achieve school-based objectives
- Pricing strategies (strategies to increase/decrease prices of unhealthy/healthy food and beverages, etc.)
- Understanding implications of federal menu labeling requirements

Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements
- Physical education in schools; physical activity in after school and childcare
- Zoning and licensing to address physical activity



Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Tapping into community development and re-development funds and structures and other local supports
- Public health law skills and practices
- Health equity
- Pricing Strategies
- Understanding effects of federal legislation in local communities and local opportunities

Technical Assistance Detail

Tobacco

General Tobacco Technical Assistance

Local, state, and federal laws have significantly reduced tobacco-related damage to public health. Our tobacco control trainings focus on a range of issues and strategies, including reducing exposure to secondhand smoke, limiting the sale and promotion of tobacco products, and increasing enforcement of existing laws. Our attorneys analyze draft ordinances and policies, conduct research into local legal and policy issues, and provide technical assistance and training to local advocates and other stakeholders.

PHLP training topics include:

- Reducing exposure to secondhand smoke
- Creating smokefree outdoor areas
- Making multi-unit housing smokefree
- Understanding the new FDA law
- Regulating tobacco marketing
- Limiting free tobacco samples
- Licensing tobacco retailers
- Restricting the number and density of tobacco retailers
- Restricting the sale of certain tobacco products

Links to materials and tools:

- [Creating Smokefree Policies for Affordable Housing in California](#)
- [How Disability Laws Can Help Tenants Suffering from Drifting Tobacco Smoke](#)
- [How Landlords Can Prohibit Smoking in Rental Housing](#)
- [How to Make a Condo Complex Smokefree](#)
- [Legal Options for Tenants Suffering from Drifting Tobacco Smoke](#)
- [Making a New Smokefree Housing Law Work](#)
- [Options for Condo Owners Suffering from Drifting Secondhand Smoke](#)
- [Licensing Ordinance: FAQs](#)

- [Model Smokefree Housing Ordinance](#)
- [Americans for Nonsmokers' Rights Foundation List of Communities with Licensing and Self-Service Display Ordinances](#)
- [Case Studies on the Implementation and Enforcement of Local Tobacco Retailer Licensing Ordinances in California](#)
- [Model Land Use Ordinance](#)
- [Model Licensing Ordinance \(and Associated Plug-ins\)](#)
- [Municipal Authority to Regulate the Location and Operation of Tobacco Retailers](#)
- [The Cost of Enforcement and Guide for Tobacco Licensure Fees](#)
- [Using Tobacco Retailer Licensing to Provide Penalties for Violation of State Drug Paraphernalia Laws](#)
- [Guide to California's Self-Service Display Law](#)
- [Regulating Tobacco Marketing](#)
- [Model Sampling Ordinance](#)
- [Model Self-Service Display Ordinance](#)

Workshops Available to Communities

- Making Multi-Unit Housing Smoke Free
- Licensing Tobacco Retailers
- Restricting the Number & Density of Tobacco Retailers
- Restricting the Sale of Certain Tobacco Products
- Understanding the New FDA Law
- Regulating Tobacco Marketing
- Limiting Free Tobacco Samples

Nutrition

General Nutritional Technical Assistance

Strong obesity policy interventions in schools and communities can help improve access to healthy foods and limit the availability of unhealthy options. Our trainings provide advocates and policy leaders with legally sound guidance to make communities healthier. PHLP provides consultation a full range of strategies to improve food access, from attracting new grocery stores, working with small retailers, started and sustaining farmers markets, and community gardens. The organization trains advocates on how to make use of a wide range of economic development and redevelopment public financing programs to build healthy communities. PHLP advises communities on leveraging federal nutrition assistance programs to increase access to healthy foods and work with municipalities to implement healthy procurement policies. PHLP staff members provide research, analysis, and model policies to address soda consumption, implement menu labeling, and address the proliferation of fast-food outlets in communities.

PHLP training topics include:

- Healthy food in outdoor spaces: farmers markets and produce carts
- An introduction to healthy food systems
- Getting to grocery: tools for attracting healthy food retail to underserved neighborhoods
- Healthy corner stores: incentives and partnerships for fresh food
- WIC partnerships: making neighborhood stores healthier
- Community gardens: partnerships, planning, and policy
- Fast-food regulations
- Addressing soda consumption in your community
- New partnerships to improve food access: public health and redevelopment
- Economic development funds for healthy corner stores

Municipal Vending Policies

For communities interested in developing healthy municipal vending policies, PHLP has model contracts for beverages and snacks. PHLP staff members are available to review policies and contracts and provide input into advocacy campaigns.

Schools

PHLP provides training and technical assistance on a variety of ways to create a healthy school food environment, including strategies for ensuring healthy beverages in school vending machines, improving access to fresh drinking water, restricting non-nutritious food and beverage advertising on school grounds, and creating a healthy food zone in school neighborhoods.

Trainings

- Creating a healthy food environment at school
- Contracting for healthy vending
- Regulating junk food and beverage advertising in schools
- Understanding local purchase preference laws

Webinars

- [Pricing for Health: How to Make the Healthy Stuff Cheaper](#)
- [Generating Revenue for Childhood Obesity Prevention through Sugar-Sweetened Beverage Taxes and Fees](#)
- [Healthy Corner Stores: Finding the Funding](#)
- [New Partnerships for Healthier Corner Stores](#)
- [Healthier Food for Revitalized Communities](#)
- [Healthy Planning 101](#)
- [Community Gardens for Public Health](#)
- [Fresh Produce for Underserved Communities](#)
- [Fast Food Regulations: Healthy School Food Zone and Toy Giveaway Ordinances](#)
- [Junk Food Marketing to Kids: Can We Stop It?](#)

Materials and Tools

- [Creating a Healthy Food Zone Around Schools](#)
- [Developing a Healthy Beverage Vending Agreement](#)
- [District Policy Establishing a Healthy Vending Program](#)
- [District Policy Restricting Food and Beverage Advertising on School Grounds](#)
- [District Policy Restricting the Advertising of Food and Beverages Not Permitted to be Sold on School Grounds](#)
- [Establishing Land Use Protections for Community Gardens](#)
- [Establishing Land Use Protections for Farmers Markets](#)
- [First Amendment Implications of Restricting Food and Beverage Marketing in Schools](#)
- [Funding Sources for Healthy Food Retail](#)
- [General Plans and Zoning: A Toolkit on Land Use and Health](#)
- [Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods](#)
- [Healthy Planning Policies: A Compendium from California General Plans](#)
- [How to Create and Implement Healthy General Plans](#)
- [Imposing a Regulatory Fee on Soda Sales](#)
- [Model Healthy Food Zone Ordinance](#)
- [Model Mobile Produce Cart Policy](#)
- [Model Sugar-Sweetened Beverage Tax Legislation](#)
- Procurement Primer
- [Restricting Food and Beverage Advertising in Schools](#)
- [Water Access in Schools: Model Wellness Policy Language](#)
- Model Healthy Beverage Contract for Local Government and Businesses (Under development)
- Model Healthy Snack Vending Contract for Local Government and Businesses (Under development)

Workshops Available to Communities

- Procurement, Purchasing and Wellness
- Addressing Soda Consumption in Your Community
- Healthy Planning 101: Basic Elements of Land Use Healthy Planning
- 201: Effective Policy Development
- Political Landscape of Land Use Planning
- Using Health Data in Neighborhood Planning
- Engaging Residents in Healthy Planning
- Healthy Corner Stores: Incentives & Partnerships for Fresh Food
- Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods
- WIC Partnerships: Making Neighborhood Stores Healthier

Built Environment/Physical Activity

General

Local governments, private developers, and community groups can all work together to ensure patterns of development that encourage physical activity. PHLP provides model policies and trainings on safe routes to school, complete streets and other healthy transportation policies, and joint-use agreements. The organization works with local advocates to review of draft policies for strong and effective land use policy language. PHLP offers presentations to stakeholders to demystify fear of liability as a barrier to implementation. The training shares lessons learned from practitioners who are working to include health in land use plans.

PHLP training topics include

- Health on Wheels: Transportation Planning and Health Outcomes
- Safe Routes to School
- Complete Streets for Healthy Communities
- Child-Care Settings: Increasing Physical Activity
- Healthy Planning 101: Basic Elements of Land Use
- Healthy Planning 201: Effective Policy Development

Schools

PHLP attorneys and planners also train on strategies for increasing physical activity, including implementing effecting safe routes to schools programs, establishing complete streets policies, and expanding access to public facilities through joint use agreements. PHLP will work with key stakeholders to review or draft policies and build stakeholder buy in.

Trainings

- Joint Use Agreements 101
- Expanding Access to Public Facilities, Joint Use Agreements 201
- Negotiation & Implementation, Child-Care Settings
- Increasing Physical Activity

Webinars

- [Opening Up the Schoolyard](#)
- [Walkable Streets and the Law](#)
- [Complete the Streets!](#)
- [Opening Up School Recreational Facilities for Community Use Through Joint Use Agreements](#)
- [Let's Walk to School! Safe Routes to School and Liability](#)

Materials and Tools

- [Checklist for Developing a Joint-Use Agreement \(JUA\)](#)
- [General Plans and Zoning: A Toolkit on Land Use and Health](#)

- [Healthy Planning Policies: A Compendium from California General Plans](#)
- [How to Enforce a Wellness Policy: A Guide for Parents and Community Advocates](#)
- [How to Create and Implement Healthy General Plans](#)
- [Model Comprehensive Plan Language on Complete Streets](#)
- [Model Complete Streets Laws and Resolutions](#)
- [Model Land Use Ordinance](#)
- [Model Obesity Prevention Policy](#)
- [Model Physical Activity Standards for Childcare Providers \(For Infant Through Preschool-Age Children\)](#)
- [What Is a Joint-Use Agreement? \(Also available in Spanish\)](#)
- [Model Joint-Use Agreements](#)
- [Liability Risks for After-Hours Use of Public School Property: A 50-State Survey](#)

Workshops Available to Communities

- Childcare Settings: Increasing Physical Activity
- Contracting for Healthy Vending
- Creating a Healthy Food Environment at School
- Safe Routes to School
- Complete Streets for Healthy Communities
- Healthy Planning 101: Basic Elements of Land Use Healthy Planning
- 201: Effective Policy Development
- Political Landscape of Land Use Planning
- Using Health Data in Neighborhood Planning
- Engaging Residents in Healthy Planning
- Health on Wheels: Transportation Planning and Health Outcomes
- Procurement, Purchasing and Wellness
- Regulating Junk Food & Beverage Advertising in Schools

Foundational Skills

Having a clear understanding of the legal and policy context for any public health effort is critical for advocates and other community leaders seeking to create lasting and meaningful change. PHLP has developed a series of trainings exploring the fundamentals of public health law and policy, designed to introduce advocates and other community leaders to legal concepts and issues that affect public health work. The organization is also available to build your capacity to make the case for policy change. PHLP offers trainings on navigating the political landscape of land use planning, using health data in neighborhood planning, engaging residents in healthy planning, and developing interagency collaborations.

PHLP Training Topics Include

- Policy 101
- Public Health Law: What Can Government Regulate?
- Preemption: Why It Matters for Public Health

- Enforcing Local Laws
- Political Landscape of Land Use Planning
- Using Health Data in Neighborhood Planning
- Engaging Community Residents in Healthy Planning
- Collaborating for Healthy Environments: Bringing Local Agencies Together

Cross-Cutting

PHLP staff are highly skilled presenters on land use strategies, including zoning and licensing, to create healthy communities. PHLP has developed model policies to limit the number and density of tobacco retailers, create strong tobacco retailer licensing programs, improve access to healthy food, restrict the density of fast food restaurants, and increase physical activity opportunities.

PHLP Training Topics Include

- Healthy Planning 101: Basic Elements of Land Use
- Healthy Planning 201: Effective Policy Development

Materials and Tools

- [Economic Development and Redevelopment: A Toolkit on Land Use and Health](#)
- [Getting Involved in Redevelopment: Strategies for Public Health Advocates](#)
- [How to Partner with Government to Enforce Laws in Your Community](#)
- [How to Use Redevelopment to Create Healthy Communities](#)
- [A Legal Primer for the Obesity Prevention Movement](#)
- [New Partnerships for Healthier Neighborhoods: Bringing Public Health and Redevelopment Together](#)
- [Rebuilding Healthier Neighborhoods: How Four Communities Brought Health into the Redevelopment Process](#)
- [Preemption: What it is and why it matters for Public Health](#)
- [State Attorneys General: Allies in Obesity Prevention](#)
- Healthier Communities through Redevelopment: Rebuilding Neighborhoods for Better Nutrition and Active Living (Under development)
- A New Ally for Redevelopment: Working with Public Health (Under development)
- Retrofitting Sprawl (Under development)

Workshops Available to Communities

- Collaborating for Healthy Environments: Bring Local Agencies Together
- Economic Development Funds for Healthy Corner Stores
- Economic Development & Redevelopment 101
- Enforcing Local Laws
- Engaging Residents in Healthy Planning
- Getting to Grocery: Tools for Attracting Healthy Food Retail to Underserved Neighborhoods
- New Partnerships to Improve Food Access: Public Health & Redevelopment
- Policy 101

- Political Landscape of Land Use Planning
- Preemption: Why It Matters for Public Health
- Pricing Strategies for Health
- Public Health Law: What Can Government Regulate
- Using Health Data in Neighborhood Planning

Population-Specific Expertise

- Rural
- Urban
- Low socioeconomic status
- General population

Primary Technical Assistance Point of Contact

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For More Information

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Safe Routes to School National Partnership

The Safe Routes to School National Partnership (SRTSNP) help states and communities to secure funding, share best practices, and create policy changes that make it safer and easier for all children to walk and bicycle. SRTSNP can help communities build local leadership and capacity to implement SRTS; establish SRTS programs and policies jurisdiction wide; and institutionalize ongoing funding and policy change for SRTS. The Partnership's mission is to advocate for safe walking and bicycling to and from schools, and in daily life, to improve the health and well-being of America's children and to foster the creation of livable, sustainable communities.



Safe Routes to School National Partnership is a fast growing network of 500 organizations, government agencies, schools and professional groups leading the Safe Routes to School national movement.

Technical Assistance Summary

Click on each heading name (i.e., Built Environment/Physical Activity or Foundational Skills) to skip to the technical assistance detail for each item.

Built Environment/Physical Activity

- Master planning/health impact assessments
- Complete Streets
- Zoning
- Multi-modal pathway networks
- Transportation demand management
- Joint-use agreements

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Tapping into community development and re-development funds and structures and other local supports

Technical Assistance Detail

Built Environment/Physical Activity

Services Provided

The Safe Routes to School National Partnership can provide:

- Strategy support to local Safe Routes to School program and/or policy leaders via telephone calls, email correspondence and site visits, including giving presentations, attending and/or leading meetings and/or conducting walkabouts at schools
- Assistance with developing and managing a local SRTS work plan during the CPPW time frame, and creating a sustainability plan for maintaining SRTS post-CPPW
- Assistance with developing a work plan for SRTS grant applications, application review, and leveraging additional funding and developing systems for local evaluation of SRTS programs—Webinars or conference presentations geared toward the community’s needs
- Best practices and case studies from the national SRTS field
- Workshops that gather and inform key stakeholders on important Safe Routes to School program topics and further mobilize the group surrounding vital policy change initiatives
- Assistance with developing agendas for select meetings, and attendance at meetings if desired

Foundational Skills: Leadership and Capacity

Safe Routes to School can help build local leadership and capacity by:

- Creating, educating and strengthening a SRTS community task force or coalition to work on local programs and policy change related to SRTS and bicycle and pedestrian safety and accessibility
- Developing and organizing a diverse team of officials and representatives to run the Safe Routes to School program, motivate volunteers, and institutionalize it within the schools and city/county/school district(s)
- Cracking open the silo effect—getting transportation, land use, education, health and other stakeholder agencies to work together and to participate in SRTS-related coalition efforts

Population-Specific Expertise

- Rural
- Low socioeconomic status
- Urban
- General population

Primary Technical Assistance Point of Contact

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For More Information

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Sesame Workshop



Sesame Workshop is the world's leading educational media non-profit organization, reaching millions of children and families in 140 countries worldwide. For over 40 years, the Workshop has been making a meaningful difference in the lives of children by addressing their critical developmental needs, creating innovative and engaging educational content delivered through a variety of media – television, radio, books, magazines, film, video, online, mobile phones, digital games, and more. The organization's mission is to maximize the educational power of media to

The Sesame Workshop provides innovative, curriculum-based programs that use multiple media to promote essential literacy, math, science, health, and social development skills for children ages 2 to 9.

help all children reach their highest potential. The success of Sesame Workshop's projects is rooted in our approach, which ties together curriculum, research, and accountability for achieving results.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Built Environment/Physical Activity) to skip to the technical assistance detail for each item.

Nutrition

- Population approaches to increase access to healthy foods in low-income communities
- School food environment (vending, competitive foods, food service)

Built Environment/Physical Activity

- Physical education in schools (after school and childcare included)

Technical Assistance Detail

Nutrition, Built Environment/Physical Activity

Healthy Habits for Life Child Care Resource Kit

Sesame Workshop's *Healthy Habits for Life* Child Care Resource Kit is a bilingual (English/Spanish) multimedia resource to educate child care providers on integrating nutrition and physical activity for young children. The kit includes a 200-page manual (100 pages each in English and Spanish) containing lesson plans, strategies, and hands-on activities, as well as a storybook for children, a short video, and take-home activity sheets to foster



family interaction. Sesame Workshop is also creating a new *Healthy Habits* poster for parents and families. All materials are available for [free download](#).

Food for Thought: Eating Well on a Budget multimedia outreach resources

Sesame Workshop's *Food for Thought: Eating Well on a Budget* initiative is a bilingual (English/Spanish), multimedia outreach program designed to help support families who have children between the ages of 2 and 8 and are coping with food insecurity. The program aims to help families make healthy choices on a limited budget, and to raise awareness with the public about food insecurity in the United States. All project materials are freely available [online](#).

School Food Environment Webinars for Child Care Providers

Six bilingual (English/Spanish) training Webinars available to CPPW communities matched with Sesame Workshop and with the National Association for Family Child Care. Webinars will demonstrate how SW's *Healthy Habits for Life* materials can be integrated into child care settings to support nutrition goals.

Population-Specific Expertise

- Hispanic/Latino
- Military
- African American
- Rural
- Asian/Pacific Islander
- Low socioeconomic status
- Other: expertise is based on impact on young children, their families and caregivers in these areas

Primary Technical Assistance Point of Contact

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For More Information

www.sesameworkshop.org
www.sesameworkshop.org/initiatives/health/healthyhabits

Society for Public Health Education

The Society for Public Health Education is a 501 (c)(3) professional organization based in Washington, D.C., whose mission is to provide global leadership to the profession of health education and to promote the health of society through advances in health education theory and research; excellence in professional preparation and practice; advocacy for public policies conducive to health; and the achievement of health equity for all. SOPHE's membership comprises some 4,000 individuals with formal training and/or an interest in health education and health promotion throughout the United States, 20 chapters, and 25 countries. Members work in schools, universities, health care settings, corporations, voluntary health agencies, international organizations, and federal, state and local governments.



SOPHE has expertise in smoking cessation for pregnant women, and currently has CDC cooperative achievements to provide policy/systems change technical assistance to Action Communities for Health, Innovation, and EnVironmental change (ACHIEVE) and the Racial & Ethnic Approaches to Community Health (REACH) programs

Technical Assistance Summary

Click on each heading name (i.e., Tobacco or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policy (workplaces, bars, restaurants)
- Point-of-purchase requirements
- Hard-hitting media messages on policy, systems, and environmental change

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Health equity
- Sustainability

Technical Assistance Detail

Tobacco

Tobacco Media Tracking

SOPHE is currently tracking 15 key works related to tobacco and may be able to assist in media tracking initiatives.

Regulating Retail Sales of Tobacco

Assistance is available on regulating retail sales of tobacco, developing counter advertising, and point-of-purchase restricting product placement. Technical assistance is provided by SOPHE members working at the state level with community groups. Technical assistance presently is available by conference call.

Activating Youth against Tobacco

Conference call technical assistance is available on key elements of organizing youth to affect tobacco policies and practices. One-day workshops are available.

Tobacco Quitlines and Cessation

SOPHE promotes health systems change for implementing [Smoking Cessation and Reduction in Pregnancy Treatment \(SCRIPT\)](#), an evidence-based treatment protocol to address smoking in pregnancy.

Services include Webinars, consultation, and onsite technical assistance workshops.

Foundational Skills

Strengthening Coalitions

Resources include both conference calls and onsite visits. A general overview presentation usually is given through an initial conference call. Tools and general information available [online](#).

Sustainability

Resources include Webinar training on sustaining efforts of coalitions and organization initiatives with sustainability features. Conference calls available now to assist matched communities integrate sustainability features into their activities.

Population-Specific Expertise

- 18-29-year-olds
- Hispanic/Latino
- African American
- American Indian
- Rural
- Asian/Pacific Islander
- Low socioeconomic status
- Urban
- General population



Primary Technical Assistance Point of Contact

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For More Information

www.sophe.org

Tobacco Control Legal Consortium

The Tobacco Control Legal Consortium (TCLC) is America's legal network for tobacco control policy. The primary source of legal technical assistance to CPPW grantees on tobacco-related activities, the consortium has been named by CDC as one of the national organizations essential to effective local tobacco control. It received CDC's 2003 award for regional and national collaboration and was identified by health researchers in 2008 as a national model for cost-effective delivery of legal support to state and local health departments. The Consortium is based at the Public Health Law Center at William Mitchell College of Law in St. Paul, Minnesota. The consortium's specialists are experts in designing, drafting, and implementing laws that are evidence-based, workable, effective, and legally sound.

The Public Health Law Center coordinates the [Public Health Law Network](#), which provides legal technical assistance to public health agencies nationwide on all legal issues.

Technical Assistance Summary

Click on each heading name (i.e., Tobacco or Foundational Skills) to skip to the technical assistance detail for each item.

Tobacco

- Comprehensive smoke-free policy (workplaces, bars, restaurants)
- Increase tobacco pricing
- Smoke-free multi-unit housing
- Zoning and licensing
- Point of purchase requirements
- Understanding FDA's regulation of tobacco products

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change
- Public health law skills and practices
- Health equity

Technical Assistance Detail

Tobacco

General

For a broad array of tobacco-related and public health law issues, the consortium can provide:

- One-to-one assistance in solving urgent problems of individual communities
- Training and presentations with user-friendly policy information
- Practical resources, materials and publications to guide policy advocacy

- Strategic expertise in helping communities defend their policies against legal challenges
- Reviews for draft policies and legislation
- Help researching, analyzing and explaining legal issues and current or prospective legal challenges related to public health laws
- Packaged workshops

Smoke-Free Multi-Unit Housing

TCLC provides individualized technical assistance and training on many issues related to smoke-free multi-unit housing, such as apartments, condominiums, townhouses, affordable (public) housing, and nursing homes. TCLC can help analyze, interpret, and amend smoke-free housing policies; and provide legal guidance to tenants, residents, landlords and property owners on smoke-free matters.

Resources on the [TCLC Web site](#) that address smoke-free multi-unit housing issues include:

- Publications on secondhand smoke seepage into multi-unit affordable housing
- Smoke-free disclosure policies for multi-unit buildings
- Infiltration of secondhand smoke into condominiums and other multi-unit dwellings
- Legal options for condominium owners exposed to secondhand smoke
- Overview of nursing home smoking exemptions and compliance with federal regulations

Zoning and Licensing

TCLS can provide individualized technical assistance and training on several issues related to tobacco retailer zoning and licensing, including help developing and implement licensure and zoning policies to control the locations of tobacco retailers and increase compliance with tobacco control laws.

The consortium has resources on its Web site that address retailer licensing and zoning issues, including publications on using licensing and zoning to regulate retailers, using tobacco retailer licensing as an effective tobacco control enforcement tool, and local land use regulation in locating tobacco retailers.

Point of Purchase

TCLS provides individualized technical assistance and training on several issues related to tobacco point-of-purchase issues, including regulation of tobacco retailer number/location/density, advertising/counter advertising in retail stores, and display of tobacco products in retail stores.

Web site resources address point-of-purchase issues, including publications on content-neutral advertising laws and ways that communities can draft tobacco marketing regulations to meet commercial speech (First Amendment) and Federal Cigarette Labeling and Advertising Act considerations.

TCLS has given several presentations on regulating the advertising and promotion of tobacco products and can offer workshops on any of these topics.

Public Health Law Skills and Practices

The consortium provides individualized technical assistance and training on many issues related to public health law skills and practices. The organization is experienced in many aspects of law and policy development, as well as key public health areas such as product regulation, the legal powers and duties of public health officials, the constitutional limits on public health powers, rulemaking and administrative law, and legislative process and procedure.

TCLC can:

- Help communities understand the importance of law in advancing public health, and the need to consult with legal counsel in drafting, implementing, enforcing, and defending public health policies
- Explain the role of local, state, and federal authorities, including boards of health and other agencies, in the development, enactment, enforcement and defense of public health policy

Public health law resources on our Web site include:

- A series of publications on preemption and the public's health (part of the Center's Preemption and Movement Building in Public Health project)
- A series of policy materials on the role of attorneys general
- Factsheets on topics such as drafting guidelines for public health policy, the function and role of amicus briefs in public health litigation, and advocacy and lobbying for nonprofit organizations

Understanding FDA regulation of tobacco products

TCLC provides individualized technical assistance and local, state and national training on many issues related to the federal Family Smoking Prevention and Tobacco Control Act. The organization serves as a consultant to CDC's Office of Smoking and Health on the federal tobacco legislation.

TCLC can:

- Help communities understand the complex provisions of the federal legislation and how it affects the tobacco control authority of state and local governments
- Analyze, interpret, and amend tobacco control policies; and provide legal guidance to communities, in light of the federal legislation
- Target the public health law services described above specifically for tobacco-related issues

A Web site section devoted to issues related to federal tobacco legislation includes:

- A series of fact sheets on the key elements of the federal legislation

- A series on the federal legislation’s impact on state and local tobacco authority
- A series examining First Amendment considerations that limit the tobacco regulatory options available to states, cities, and counties
- A series examining other legal considerations that limit tobacco regulatory options of communities, in light of the federal law

TCLC can offer packaged workshops on any of these topics.

Other Tobacco Control Issues

TCLC has materials on issues such as taxation, sales restrictions, youth access, tobacco cessation, and tobacco litigation (including a Web site section on public health “friend-of-the-court” amicus briefs). Other areas of expertise include sugar-sweetened beverages, food deserts, access to healthy food, health equity, built environment, school food environment (vending, competitive foods, food service), physical education in schools; physical activity in after school and childcare; wellness policies, pricing strategies related to food, federal menu labeling requirements, and federal legislation.

Foundational Skills

Health Equity

TCLC provides individualized technical assistance on this topic. Expertise is available in health and human rights, health disparities, and global health legislation.

Sustainability

TCLC provides individualized technical assistance on this topic.

Population-Specific Expertise

- Hispanic/Latino
- Labor
- General population

Primary Technical Assistance Point of Contact

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For More Information

www.wmitchell.edu
www.tclconline.org

Wisconsin Clearinghouse for Prevention Resources (Peer Mentoring Community)

For more than 30 years, the Wisconsin Clearinghouse has provided a comprehensive range of prevention-related services.



The clearinghouse provides educational, development, and evaluation resources in tobacco, obesity, and other health promotion areas. Services are targeted but not limited to youth.

Technical Assistance Summary

Click on each heading name (i.e., Nutrition or Foundational Skills) to skip to the technical assistance detail for each item.

Foundational Skills

- Coalition management
- Partnerships, community organizing/outreach
- Leadership for policy, systems, and environmental change

Technical Assistance Detail

Foundational Skills

Promoting Effective Partnership and Collaboration

The clearinghouse can help groups develop strategies to:

- Assess coalition functioning
- Develop strategies to improve collaboration (through effective use of meetings and agendas, recruitment strategies, and conflict management)
- Utilize video chat and/or phone coaching/consultation
- Connect with proven tools and resources to build skills and confidence and support your efforts.

Packaged Webinar: Effective Meetings: Waste Less Time, Get More Done

What is the difference between a “superb” and an “average” meeting? This presentation will showcase doable strategies for high power meetings.

Strategic Policy, Systems, and Environmental Change

The clearinghouse can:

- Help groups working to promote policy and systems change by building skills and confidence in strategic communications
- Provide resources through the Prevention Speaks Web site (www.preventionspeaks.org), which will showcase CPPW stories and helpful resources

Wisconsin Clearinghouse Resources

The clearinghouse offers programs in:

- Strategic Storytelling
- Advocacy Communication
- Social Media and Collaborative Technology
- Tools to Strengthen Your Collaboration

Many resources (including packaged Webinars such as Persuasive Presentations, Speak to Inspire, and more) can be found [online](#).

Population-Specific Expertise

General population

Primary Technical Assistance Point of Contact

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For More Information

wch.uhs.wisc.edu/index.html

www.preventionspeaks.org